

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CV, No. 1

NEW YORK, OCTOBER 3, 1918

10c A COPY



*For the race is not to the swift, nor the
battle to the strong; but time and chance
happeneth to them all.*

Ecclesiastes, ch. ix, ver. xi

More than a century ago, The Seth Thomas Clock Company began making reliable timepieces. Time and chance, coupled with effort and integrity, have given this organization international reputation and recognition.

In keeping with the trend of the times, some years ago Clock Headquarters conferred with Advertising Headquarters with regard to publicity, merchandising and kindred questions. The results of this conference were twofold:—

- 1:—A re-organization of factory buildings and equipment, which assured the production of even more accurate timepieces and also of increased quantities.
- 2:—A modest advertising campaign which not only aided in disposing of increased production but also entrenched the advertiser against the vicissitudes of time and chance.

There are many fine, proud institutions in this country which have not yet experienced the benefits of advertising, properly planned and executed. There is, we feel, no better time than the present—and we would welcome the chance of pointing out the way—and the why.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Advertising of the Future

THERE must be a new note in the advertising of the future—the very near future.

New ideas must be created; new appeals must be made; new merchandising plans evolved, to meet the changed conditions of people and of markets.

Our co-operative method of market investigations has given us a fresh light and clear vision which we already are utilizing to the advantage of our clients who are now foreseeing the demands of the future. It pays to—

*“Put it up to men who know
your market”—*

F E D E R A L

ADVERTISING AGENCY, INC.

6 East Thirty-ninth Street, New York

30 North Michigan Ave.
Chicago, Ill.



*Consultation
without charge
or obligation*

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A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. CV

NEW YORK, OCTOBER 3, 1918

No. 1

The German Boycott Situation

A Review of the Facts Touching a Much Discussed International Problem

By Bruce Bliven

[EDITORIAL NOTE:—Since this article was put in type, President Wilson has declared: "There can be no employment of any form of economic boycott or exclusion except as the power of economic penalty by exclusion from the markets of the world may be vested in the League of Nations itself as a means of discipline and control."

Nevertheless, the President further on in the same speech says: "I hope they (our allies) will feel free to say whether they think that I am in any degree mistaken in my interpretation of the issues involved or in my purpose with regard to the means by which a satisfactory settlement of those issues may be obtained."

We, therefore, infer that it is very far from the President's purpose to shut off discussion of so important a matter, particularly when the question is approached in such a temperate and candid spirit as in this article. On the contrary, it would seem highly desirable to have the public informed upon all phases of so vital a matter. We, therefore, print the article as originally written, believing it to be an important contribution towards the solution of a serious problem.

The article was written to review a developing situation, and with the belief that the people, in order to reach the best decision, should have a brief summary of the facts. The time for a decision may be almost here. For Bulgaria has already quit.]

SHALL we boycott German goods after the war?

No more vital problem than this is facing American business to-day. Even without taking into account the most recent Allied military successes, it is obvious that the four-year deadlock on the Western front has been broken and that the foe well realizes in whose favor the tide has turned is shown by Bulgaria's bid for an armistice and by Austria's request for an informal peace conference, so promptly rejected by President Wilson. The burglar, in other words, caught red-handed with the swag, wants to talk it over with the householder as to how they shall share the householder's valuables between them!

The question, therefore, of our after-war commercial policy toward Germany, is pressing as well as serious; and it would be almost impossible to state its importance too strongly. An economic policy adopted by a country whose people are of one mind, and vigorously adhered to, may be as terrible in its consequences as an actual military invasion. Unrestricted international movement of goods is the life-blood of nations to-day. If Germany's man-power, returned to industry after the war, were to engage in production and there were no foreign markets possible for her products, through a co-operative boycott maintained by all the Allies, the economic disaster to Germany would mean her death as a world state as surely as though she were dismembered,

her factories razed to the ground, her people enslaved. Of the effectiveness of the boycott genuinely maintained, no student of economics can have the least question. It is a weapon truly terrible in its power.

The three major questions, however, in any discussion of the present situation, are:

Can the Allies maintain such a boycott? Is it a physically and morally possible feat?

Second, could it be done without bringing our own economic structure down in ruin only one degree less serious than that of our crushed and fallen enemy?

And third, assuming that the first two questions are answered in the affirmative, do the Allies really wish to exert such pressure? Does the majority of the population desire to do so, and will it carry its determination grimly through the period of years after the war which will be necessary to make the boycott effective?

Let me state clearly at the outset that this article is not an attempt to answer these puzzling questions for all time and lay down an economic course for the statesmen of the Allies to follow. Any writer would be a fool to attempt an off-hand solution of one of the greatest and most intricate problems in the world; though it is curious to note how many people believe that they can glance at this question and promptly chart a course which is the only wise one for the world to follow. Not infrequently these people burst into print with their ideas. Free public discussion of world-problems is of course one of the blessings of our democracy; but it is not altogether an unmixed blessing when much of the argument is based on a failure to understand the complicated factors which absolutely must be taken into account before a final policy is adopted.

We propose, therefore, in this article to sketch rapidly the situation as to a possible boycott, as it stands at the present time. If we can indicate the nature of the data which must be considered by

anybody who wants to make a real contribution to the world's thought on this matter, and thus perhaps facilitate discussion of an intelligent nature, we shall have more than fulfilled our present purpose.

One great objection rises at the outset when anyone tries to discuss the boycott question with an open mind. It is the mental attitude of the bitter-ender.

In war-time it is natural and highly desirable that the nation should think as one man; but it is also a vital question as to who shall be the one! We all know in times of stress and peril we have a tendency to lose our individuality of characteristic and become obsessed with the psychology of the crowd, with certain well-defined characteristics which were well pointed out years ago by the psychologists Ribot and Le Bon. There is a positiveness, a directness and an impression of power about the bitter-ender which make him come to the top in war-time (and I am discussing mental types, and not actual individuals, remember). The bitter-ender sees red. That is such a clear-cut, dramatic and simple attitude of mind that crowds always follow its possessor if he believes in himself—and the bitter-ender always does.

The bitter-ender, of course, is all for a boycott against Germany. It is to last forever. Not only that, but Germany must be completely dismembered, all her wealth conscripted, her armies wiped off the earth to the last man. If you do not agree with the bitter-ender to the last ultimate inch of his programme of doing to Germany what Germany did to Belgium, the bitter-ender is instantly and fiercely positive that your sympathies are on the wrong side. I shall have to write this article very carefully not to bring down wrath of that sort on my own guiltless head.

PUNISHMENT MUST BE METED OUT,
BUT NOT DESTRUCTION

But, unluckily for the bitter-ender and his programme of spreading ruin and desolation, we

STABILITY

Gibraltar is steadfast and sure, but it cannot represent advertising stability,—it lacks life.

An oak fits better our ideals of what an advertising medium should be.

The Christian Herald is a forest Oak.

Its roots strike deep into the hearts of thousands of America's most substantial homes.

Its branches touch every corner of our land and many an odd nook in the world beside.

Its subscriptions through repeated renewals run on from generation to generation.

For an advertiser with an advertising plan, the Christian Herald is an ideal vehicle. Through it as perhaps no other publication the full cumulative effect of reiterated and related statement may be realized.

You are safe in starting your campaign in the Christian Herald.

You will reach a singularly compact and dependable audience with the whole story, and you will achieve results.

The Christian Herald is a Towering Oak.

The Christian Herald

Bible House

New York City

have not only got to bring this war to a victorious conclusion, which we shall do, but we have to make it the last war, which will be harder. It takes more brains and more careful thinking to stop a fight than to start one. The bitter-ender's scheme, which would seem to be the mere verbal expression of blind rage, is certainly the best possible way to keep Germany fighting until her last man has died in his tracks, and the women after them, snatching up the guns of the fallen. And unless the bitter-ender's programme were put through with a remorseless thoroughness unparalleled in history, it would simply mean a breathing space and then the resumption of the war by a Germany preferring immediate extermination, if need be, to the sort of existence she would face.

On the other hand: no decent human being, with something more in his veins than milk and water, will tolerate for an instant the idea that Germany is to be allowed to escape at the end of the war without summary and drastic punishment. In bitter agony of spirit her people must be made to realize the sort of hell they have helped Wilhelm the Monstrous to let loose upon the earth. They must repent this war in dust and ashes if the lesson of its folly is to sink in deeply and its blood and tears to have been shed not in vain. The question with which we must be concerned in this discussion is: whether the commercial boycott is a valuable weapon for this purpose; and if so, under what terms and conditions it should and can best be employed.

At the very outset, the attitude of one man becomes of paramount importance: President Wilson. The leader of Allied diplomacy to-day, as he unquestionably is, he is also the leader of world thought in the best sense. His view of this subject will have the utmost weight in determining policy in London, Paris, Rome. How does he view the matter?

No one has the right to speak for the President on this vital

matter; but it is certainly fair to say that so far as he has discussed the subject anywhere in his public writings, he has been opposed to the idea of boycotts and embargoes after the war. His letter to the Pope indicated this attitude; and subsequently he declared in favor, after peace has been signed, of "the removal so far as possible of all economic barriers and the establishment of an equality of trade conditions among all the nations consenting to the peace and associating themselves for its maintenance."

FREE TRADERS OPPOSE BOYCOTT

While the boycott of German goods is in no real sense a parallel of the policy of the protective tariff, it is interesting to note that many of the forces which have favored high tariff restrictions on imports would like to see a boycott of German goods. And similarly, the free trade adherents are those who for the most part would wish to see Germany punished in some other way than by restricting the movement of goods by artificial prohibitions. England's fifty-year-old policy of free trade is under bitter attack from within at the present time by the "tariff reformers," who use as their chief argument that Great Britain must be protected from Germany's commercial aggression after the war. Opposed to this is the attitude of such men as Sir Swire Smith, M. P., who states that before the war Germany was England's biggest customer, and that an embargo on German goods coming into the country after the war would mean also cutting off England's export trade to Germany, which would mean that many thousands of workers in the Midland counties would be thrown out of employment.

The Trades Union of Great Britain a year ago declared against an economic war against Germany after the signing of peace, for fear of dangerous reprisals. And the Interim report of the Committee on Trade After the War, of which Lord Balfour of

(Continued on page 113)

A Rich Field and a Way to Reach It

The conditions of unprecedented prosperity now existing in the small towns and rural districts throughout the country makes this field a particularly attractive one for manufacturers in many lines.

There is no better way to reach this field than through the columns of **THE AMERICAN WOMAN**.

Published for over twenty-five years with a high quality of circulation, a large percentage of which is concentrated in the richest farming districts of the country, it offers to advertisers an ideal medium through which to reach the women in the small towns and rural districts.

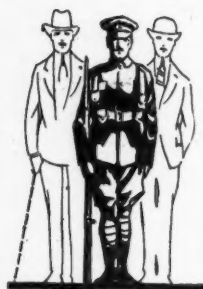
Detailed figures relating to circulation and distribution gladly furnished.

THE
AMERICAN WOMAN
Circulation 500,000 Monthly

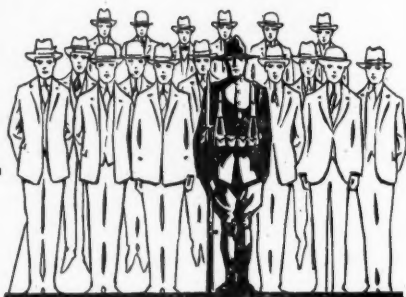
Applicant for Membership in A. B. C.

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office
WM. F. HARING, Mgr.
Flatiron Building, New York



British Isles
1 out of 3



U. S. A. 1 out of 17

What is Our Part?

Can we ever equal Great Britain's contribution?

WE all know how heroic France has suffered and bled.

Great Britain's position more nearly parallels our own.

Now, when we are called on to raise \$6,000,000,000, a glance at what our great Ally has done will make sure of our subscribing not only \$6,000,000,000 but many times more, should there be need.

The total population of Great Britain (England, Scotland, Wales and Ireland, exclusive of her colonies) is 44,000,000.

The per capita income is one-third less than the per capita income in the United States.

From this population of *less than half* our own, the Victory Loan of \$5,000,000,000 in January, 1917, was raised in 30 days.

Great Britain's National
Wealth, \$83,000,000,000
War Debt \$589.00 per capita

U. S. A. National
Wealth, \$210,000,000,000
War Debt, \$63.00 per capita



Liverpool, after two years of war, with a population of 1,000,000 was asked to pay for a dreadnaught costing \$12,500,000. In one week she bought bonds to the value of \$73,900,000—enough to buy six dreadnaughts.

Today the expenses of Great Britain total \$250,000,000 a week. Drives for loans have been supplanted by continuous subscriptions. On this basis the British, after four years of war, are investing \$125,000,000 a week in War Bonds.

And all of this is being done by a nation with 6,350,000* men in her armies; with *every third male*, of any age, in uniform, and 900,000 dead! More than one man out of every nine homes!

When you think you have bought all you can of the Fourth Liberty Loan, think what our Ally—Great Britain—has done!

* Including the men from her colonies, there are 8,500,000 men in the British Armies.

J. WALTER THOMPSON COMPANY
New York
Chicago Boston Detroit Cincinnati



FATHER SHIPBUILDING MOTHER MUNITIONS ELDER SON ARMY SECOND SON NAVY YOUNGEST SON BOY SCOUT ELDEST DAUGHTER CHAUFFEUR SECOND DAUGHTER LAND GIRL YOUNGEST DAUGHTER GOV'T OFFICE

How the typical English family is helping

How Colgate Is Saving Paper Without Decreasing Efficiency of His Advertising

Plan Under Which Effective Sales Results Have Been Secured with Less Advertising Matter

NATIONAL advertisers are heavy consumers of paper. As yet they have not been seriously pressed to save paper, as have the publishers. But shouldn't they help to do so? Better planning and closer attention would surely result in a big saving, and that, too, without lessening the effectiveness of the selling appeal. Some advertisers, recognizing their obligation, have given their "literature" a thorough overhauling. As sometimes happens, the effect of conservation is to improve rather than harm. Colgate & Company, of Jersey City, is one firm which is setting a good example.

A year and a half ago Colgate & Company took up the subject of paper conservation. From reports on the paper situation it was apparent that the supply would soon be inadequate to meet the demand. In order to forestall the shortage which was bound to come, the company's advertising department got busy to see what could be done to cut down the quantity of paper consumed by the company. For several years the Colgates had supplied wholesalers and retailers from time to time with a large amount of direct advertising matter, such as hangers, cut-outs, strips, booklets, etc., to help them sell the Colgate products. Cut-outs and counter display cards were made of extra thick card or pasteboard. The hangers and some other forms of advertising matter were printed on heavy paper of fine quality.

One of the first things decided upon was to eliminate for the duration of the war, at least, the big cut-outs which were extensively used for window and counter displays. While they were effective advertisements, their construc-

tion called for the use of large quantities of wood pulp. Moreover, as they were bulky they took up a lot of room when shipped by express or by freight, and their transportation seemed like placing an undesirable burden upon the overtaxed facilities of the railroads. The cut-outs now used by Colgate are mostly small designs.

In order to reduce the bulk of the usual display matter a plan was adopted that accomplished the desired result. A strong, three-fold wooden frame screen was constructed in large quantities and distributed among the several thousand druggists and other retailers who handled Colgate products. At intervals advertisements in colors printed on thin paper are sent to the merchants for insertion in the three-screen panels. The company manufactures so many articles for the toilet that it is possible for the advertising department to furnish a never ending variety of plain and illustrated copy for the display frame, which really serves as a bulletin board for advertising news. As the frames can be used on counter or on the floor they can be adapted to almost any kind of store conditions.

DRUGGISTS TREAT THE ADVERTISERS FAIRLY

There is nothing to prevent the druggist from putting the publicity matter of other manufacturers in the panel spaces, but it is seldom done. The frame is popular with the merchants, as it is attractive in appearance and furnishes admirable display for the advertisements. Customers get in the habit of looking for the new pieces of copy as they appear. Sales have been increased

Rhode Island

***stands out to-day as one of the
"high spots" of the United States
in industry and prosperity.***

Rhode Island's great textile mills, machinery and tool factories are producing at top speed. With a more diversified line of manufactures than any other State in the country, "Big Little Rhody" is full of business.

***All of which means more
per capita wealth.***

***This rich territory is thor-
oughly covered by Rhode
Island's great and influ-
ential newspapers—***

The Providence Journal

Daily and Sunday

The Evening Bulletin

Representatives—CHAS. H. EDDY CO.

NEW YORK

BOSTON

CHICAGO

1011 Fifth Ave. Bldg. 1015 Old South Bldg. 1036 Peoples Gas Bldg.

wherever the screens have been given a good position in the store and have been kept up to date by frequent changes of copy. The adoption of the device has resulted in cutting down materially the amount of paper and cardboard usually consumed by the company.

The substitution of small cut-outs for the big ones has proved to be advantageous not alone in the conservation of paper pulp but in promoting sales. Because they take up but little space they can be given positions on the counters or show-cases that would not be available for the large pieces. Sometimes they show a reproduction of a Colgate advertisement that appeared in one of the popular weekly or monthly magazines, or a picture showing an article in use, or a trade-mark. They are a constant but unobtrusive reminder to customers of their needs and the fact that the goods are on sale in the store.

A Colgate salesman residing in a Southern city was enjoying an after-dinner smoke in his home when the telephone bell rang. Taking up the receiver he heard the voice of a local druggist exclaim: "What the devil do you mean by leaving that Dental Cream cut-out on my show-case when you were in my store this afternoon?"

"Why," replied the salesman, surprised at the question, "I had shown it to one of your clerks who appeared to be interested in it, and rather than pack it in my grip I just left it behind—that's all. What's the trouble about it, anyway, Doc?"

"Matter?" sputtered the druggist. "Why, that darn cut-out has kept us so busy selling Dental Cream since you left that we are all cleaned out. We've got to have some more right away."

Another way in which a saving of paper has been effected is in packing. Until recently the smaller articles have been packed in lots of a dozen each. Now the goods are packed in cases of one gross each.

The shortage of clerks in many

stores makes doubly welcome any advertising displays that have real selling value. That is one reason why it would seem advisable for manufacturers to devote more attention to this medium, at the same time keeping in mind the necessity of conserving the supply of paper pulp products.

Colgate & Company are carrying the conservation idea further than paper. The consumption of raw materials has been cut down and the sale of some of the products has been voluntarily restricted. In a number of cases the company has deliberately sacrificed profit in order to save money for consumers. Shaving soap is sold in four forms—powder, cream, cake and stick. The two forms that especially appeal to men are shaving cream and the shaving stick. There are three times as many shaves to be had from the latter as from the former. As there is only a few cents difference in the price of the two products, Colgate & Company could make more money by pushing its shaving cream than the stick, because a man would have to buy three tubes of the cream to one shaving stick. Instead of keeping quiet about the economy effected by the use of the stick and concentrating attention upon the convenience of the cream, the company came out flat-footed in its store and periodical advertising and told the public all about it. The result is that instead of making a profit on three sales, it makes a profit upon only one sale.

Street Railways Advertising Co.

NEW YORK, Sept. 27, 1918.

Editor of PRINTERS' INK:

Gerald Stanley Lee's article on "Super-advertising" in the current issue of the *Saturday Evening Post* reminds me of my feelings as a school boy whenever a cynical professor chose to criticize my English composition work. Always the thing uppermost in my mind was the desire to tell him point blank I'd like to see him do it. To this day I question his ability to write forceful English after a pattern.

And so it is with Mr. Lee's theoretical discussion of super-advertising. Let him write a few samples for us and we shall see what we shall see. Personally, I don't think he can do it.

Very truly yours,

VICTOR B. JOHNSON.



We all have it figured out

that you can't get better satisfaction buying things for Christmas than to sit right down with *The American Boy* and read the ads. Why, do you know something, almost every advertising page has things on it I want to buy for Mother and Dad and the Kids? Yes sir, I even have sister Louise's boudoir slippers picked and ordered!

Folks started to kid me the other night how easy I was getting off on my Christmas buying. But I soon stopped Louise when I showed her ads of a few presents that made her eyes open. And, she certainly took it all back when she spotted those slippers! Gee, I didn't let on that I had already sent for them.

Dad came across strong when he said, Billy you're dead right about

this Christmas buying. What better can you do than the fine things we have picked from *The American Boy* this year! And, Mother, she followed along, and, do you know it, I bet that before a week is out we'll be getting pretty nearly all our Christmas things bought.

Say, how can you beat the things advertised in *The American Boy*? Why, you know they are right or *The American Boy* wouldn't let them be advertised. Dad said, now all you folks get busy and get your orders in early and get your things while you can get the fine Christmas assortment. I've got an idea already what Dad is going to order for me. And, it's all right, all right. Been advertised in *The American Boy* the last three months. Billy Byer.

To be continued in the October 17th issue of *Printers' Ink*

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World."

500,000 boys read *The American Boy*. They or their parents pay \$1.50 a year for it—buying power! They average 15½ to 16 years old—buying age! They have much to say about family purchases—buying influence! *The American Boy* goes into 225,000 of the best homes in America—leadership! "Where there's a boy there's a family." Member A. B. C.

THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. S. MURPHY, Manager
330 Fifth Avenue
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. P. AHERNS, Jr., Manager
1616 Lytton Building
CHICAGO, ILLINOIS



The Tale of Toliver—

The Toliver Tube and Tire Company of Denver, Colorado, is a comparatively small manufacturing concern. Its product is Toliver Puncture-Proof Tire Tubes.

When one of Collier's men sold this company a page in our January 26th issue, it must have seemed a mighty big investment for them. In fact, we know it did. They wanted at first to take a 56-line insertion.

And was the Collier man justified in selling this small concern a page?

Well, listen:

809 inquiries were received, of which 609 were dealer and distributor inquiries—the very first inquiry brought \$943.59 in cash, and follow-ups developed \$4,100 in cash and \$69,000 in contracts.

“Stand back of them with Liberty Bonds”

We have waited to tell this story until subsequent advertising was run—and proved.

The Toliver Tube and Tire Company has continued to get excellent results from occasional small space insertions.

And following the insertion of their second full page—in the May 4th issue of Collier's—their general manager went to Canada in answer to an inquiry and came back with \$5,000 in cash. Furthermore, "after a little slackness in July, the factory is in full blast again."

The Tale of Toliver is an excellent example of the stimulus advertising, judiciously applied, gives to a business.

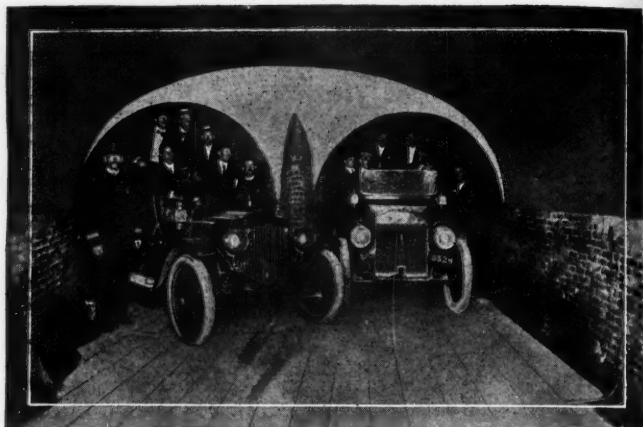
Advertising is the one thing which helps the small business just as much as it helps the big.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

"Stand back of them with Liberty Bonds"



An Automobile Trip Through Baltimore's Great Drains.

AT a cost of \$23,000,000.00 over 750 miles of sewers have been completed in Baltimore. The work was begun in 1905. It is practically two systems, crossing and re-crossing each other in thousands of places, one for storm water, the other for sanitary sewage. Storm water is discharged into the nearest natural outlet. The sanitary sewage is carried to the disposal plant and purified. By bacterial treatment it becomes about 95% pure.

Baltimore has forged ahead in so many ways, during the past decade, that any single analysis is apt to appear unduly emphasized. Take the newspaper situation, for instance: One Baltimore paper—The Sunday NEWS—stands out among the phenomenal successes of the Country! Last year, for the month of August, its net paid circulation averaged 74,204; two years ago it averaged 64,692. This year, at a 100% advance in selling price, the August net paid average was 113,331—a gain of 53% over August, 1917, and, compared with August, 1916, **A GAIN OF 75%!**

The NEWS (Daily) went to 2 cents September 2, 1918, notwithstanding which fact it showed a circulation increase of 20,635 for the first 15 days of September compared with the same period last year. Almost complete absence of duplication and the lowest rate per thousand make The NEWS the logical medium for your Baltimore campaign.

For More Maryland Business CONCENTRATE in

The Baltimore News

The Fastest Growing Baltimore Paper

NET PAID AVERAGE CIRCULATION SEPT. 1-15 INC.

1918	110,597 Daily	109,962 Sunday
1917	89,962 Daily	76,969 Sunday
Gain	20,635 Daily or 23%	32,993 Sunday or 42%

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Taking "the Curse Off" the Salesmen's Reports

Daily Reports from the Men on the Road Are Really Possible—if You Know How to Go About It

By Cameron McPherson

ABOUT the easiest thing in the world to do is to ask a salesman to send in his daily reports *regularly*. About the hardest thing in the world to do is to get salesmen to do it. Why? Because the average salesman looks upon a report as a sort of portable time clock—a penance which he must do to humor the house. The new salesman, working hard for that promised raise, is sure to send in his reports regularly. If he didn't he would have little to produce in the way of evidence when the show-down came. But the older man, secure in the knowledge that his house needs him worse than he needs the house, feels that orders are a better substitute, and lets it go at that. And the house? Well, it usually lets it go at that, too.

Now the whole report problem is nothing more or less than a misunderstanding. A misunderstanding on the salesman's part as to the value to him of regular reporting and a misunderstanding on the part of the house as to the value of reports for general sales development work. Correct these two misunderstandings and your report problem becomes a thing of the past. But how to correct them—that is something else again. Let us see how some sales managers have done it.

One simple and effective way is to pay a salesman only for work reported. This plan is followed by the Mayer Boot & Shoe Company, of Milwaukee. If a Mayer salesman fails to send in a report for Thursday of last week, his pay check is short Thursday's pay. Of course, the management uses discretion in applying this rule, but there is justice in its view that a salesman should be paid only for work done, and that when a man works, the nature and

character of that work should be reported to his superior, just as an office employee is required to report what he does to the manager of his department. This plan may appear too daring to some sales managers who live in eternal fear that they will do or say something that will cause a salesman to quit, but in practice it works out quite the reverse. An ironclad rule of this kind once put into operation soon has the effect of insuring automatically a salesman's making out his daily report each night and does away with the necessity of a sales manager having to write him nagging letters on this touchy point.

FAULTY PERFORMANCE SHOWS UP BIG

In the case of commission salesmen this plan must, of course, be applied differently. The Addressograph Company of Chicago does it by pointing out to the sales force that the more reports they send, the more names on the mailing list, and the more sales for each salesman. This company's records show that 80 per cent of all Addressographs sold are sold to buyers who are on the mailing list. It therefore follows that a salesman who reports 1,000 new prospects a year will close a far larger amount of business and earn a larger amount of money than one who reports only 500 new prospects. This fact is continually kept before the salesmen by means of concrete examples, and as a result the report problem has largely disappeared.

Another way of visualizing this point to salesmen is to draw a square which represents the salesman's territory. Draw a line through the middle of the square and ask the salesman how he would feel if his territory were

cut in half. Then quarter the square and ask him how he would feel if it was cut in quarters, then in eighths, then in sixteenths and finally in thirty-seconds. When it is finally cut up in thirty-seconds say to the salesman that according to the reports he sent in last year, he only worked one-thirty-second of his territory. How would he like it if the company took the other thirty-one thirty-seconds, which apparently he had not worked, away from him? This demonstration seldom fails to impress on a commission salesman the fact that reports do count for something, and that they are used by the home office as a measurement of accomplishment, and not merely hours worked.

HOME OFFICE CHECKS UP CALLS

In smaller organizations the salesman's report can be used to develop men. One concern that finds this plan most effective is the Kalamazoo Loose-Leaf Ledger Company. Charles E. Wigginton, sales manager of the company, states that each salesman is required to report all calls to the home office. These are taken care of by a very complete follow-up. If the home office finds that a salesman has a prospect to see on the fifteenth and his reports on the fifteenth do not show that call, his attention is immediately called to it. This plan not only keeps track of the salesman (a sales manager can take a salesman's monthly reports for a month and analyze his work very thoroughly) but if a salesman is not producing the reports show why. That is all any sales manager needs to know.

"Our experience," Mr. Wigginton says, "has been that by using these daily reports to develop men we have been able to increase our daily reports forty per cent and our labor turn-over has only been two per cent. We have found that by using a little diplomacy with our salesmen when they are slipping, and which their daily reports clearly discern, we are able to put them back on a paying basis in a very few weeks."

Mr. Wigginton's plan is by no

means new or original. It is an old story to most sales executives, but it is embodied in this article to emphasize the need of doing something to make salesmen realize that the reports which they so laboriously make out in stuffy hotel rooms are used to help them make more money.

Reports should be acknowledged, if not every day, at least often enough to make the salesman understand that the man who signs his pay check sees them. Don't be afraid to give a salesman an occasional pat on the back when he reports work well done. Too many sales executives make it a rule to take work well done as a matter of course, and only write the man when he falls short on orders or when his expense accounts look too big. How much more effective is the plan of a Chicago sales manager, who goes at it in a positive instead of a negative way, and *compliments* a salesman when he sends in an economical expense account or an exceptionally good report.

PRINTERS' INK has many times called attention to the possibilities of designing a combination expense account and daily report that corrects the evils of the separate report form. I recently came across an especially good example of this type of report used by the G. Gotzian Shoe Company, of St. Paul. Its main virtue is that it is big enough to write on. A salesman does not have to cudgel his brain or stand on his head to fill it out. It is the size of two letterheads laid side by side, and perforated down the middle. Each of these spaces are then divided into two sections by means of another perforation from side to side. The upper left-hand coupon, or section, is ruled for a weekly expense account, the lower left-hand coupon for the salesman's weekly route list. The upper right-hand coupon is ruled for the general weekly letter, or what is called "Condition Report," and the coupon below ruled for the weekly town report.

When the company first introduced this report it naturally met with some resistance from the

salesmen. But care was used not only to sell the idea properly to the men at the start, *but to keep them sold*, so that to-day most of them are heartily in favor of it. As is customary with report forms of this type, the salesman is required to fill out the report complete before additional traveling funds will be sent to him. This automatically insures regular reportings. A very important feature of the report is that it sets down side by side a salesman's expenses and his sales. No self-respecting salesman is going to send in many reports that do not show a profit on his work.

Another plan that has been used successfully to get salesmen to take more interest in their reports and cause them to regard them as something more than "chores" is to pay a bonus on the basis of calls. Thus a large typewriter company pays salesmen a bonus of five cents for each first call, ten cents for each second call, and fifteen cents for each demonstration. An evolution of this plan has been worked out by the J. E. Porter Company, maker of barn implements at Ottawa, Ill. This company holds regular sales contests, the prizes being awarded on a point basis. There are so many points for sales, so many for days actually worked and reported, so many for actual direct sales, so many for the total number of orders, so many for the average amount per order, etc. In operating a contest of this kind it is important that it be clearly stated that the envelope must bear the post-mark date of not more than twenty-four hours after the date of the several reports enclosed. This little detail will be found mighty effective in keeping reports right up to the minute.

A RECORD OF EVERY MAN'S CALLS

It is also a good idea to keep a chart of some kind on which a close tab can be kept on salesmen who fall behind in sending in reports. The Taylor Instrument Companies use a sheet on which the salesmen's names are listed, followed by thirty-one squares, representing the thirty-one days

of the month. As each report comes in it is checked off on this sheet, so that the sales manager can see at a glance just what salesmen to compliment and which salesmen to "jack up." Another sales manager gets at this in a different way. He uses little colored celluloid rings in connection with a map and tack system. The map, of course, shows all towns along a salesman's route. It shows the towns where there are customers and only prospects. To make certain that the salesman is calling on new prospects as well as old customers each town tack is ringed when the report comes in for that town. When the salesman reports back at the office the sales manager can see just what towns were not reported and makes it his business to learn why.

Children's Knit Goods Branded and Advertised

Simon Ascher & Co., Inc., New York, makers of knitted garments, have recently begun to advertise in general mediums. The campaign calls for a total investment of \$50,000 this season. Broadside reproductions of the advertisements are sent to dealers, as well as hangers, window displays and booklets.

Until last spring, the Ascher company had not branded its knit goods for identification by final purchasers, although it had been in business forty years. A few months ago, however, a trade-mark was adopted which has since appeared on all articles of its manufacture.

Two factors led up to the adoption of a trade-mark and the decision to advertise. One was that retailers frequently carried more than one line of goods and had no special incentive to push the Ascher line. The other was one associated with changed conditions in marketing. Buyers for retail stores are going to manufacturing centres in greater numbers than in the past, instead of waiting for salesmen to come around with samples. These buyers are influenced, it is found, by business-paper and consumer advertising for branded lines when they go to market.

Stockman Closes Agency Till After War

The A. M. Stockman Advertising Agency, New York, has discontinued business, owing to the expected entrance of Mr. Stockman into Government service. The advertising service will not be resumed until the war is over. The agency's accounts will be cared for by Croot & Denhard, Inc., New York.

"Zoning" Parcel Post Matter

An Easy Way of Finding the Amount of Postage—System of Great Help in Zoning Mail Order Matter—Information Before Eyes of Clerk

By R. E. THOMSON

Of Larkin Co., Buffalo

IN the latest Postal Guide a space is provided at the right of each post-office to insert the number of the zone in which the town lies from the sending point.

This is a considerable improvement over the previous system, which required a reference, first, to the unit number of the town and then to a local key chart to find in which zone that unit was located from the local unit.

But even with the latest Postal Guide, the "zoning" of parcel post matter is a tedious, time-taking, eye-straining job. Especially is this true in mail-order work with thousands of catalogues and parcels to be "zoned" daily.

The following method is one that has had a thorough trial and has been found to save eyes, labor and errors. On one of the official parcel post maps which blocks out the parcel post units, mark off with a compass the boundary of each zone from the centre of the local unit.

Then prepare a typewritten list of the postoffices in each State which lie within the smallest section cut by the zone line. For example, we find the third zone from Buffalo cuts through the southeast corner of New Jersey, leaving a very small section of that State within the first zone.

The clerk who does the "zoning" is able to have right before her eyes complete zoning information and does in a glance what would otherwise take several minutes of search in the Postal Guide. Suppose she is "zoning" a New Jersey address. If the town is on the following list she knows it is in the fourth zone.

If not on the list, it must be in the third zone.

NEW JERSEY POSTOFFICES

Following postoffices are in fourth zone (all others in third):

Absecon Heights, Atlantic City, Brigantine, Cape May, Cape May Point, (Chelsea) Atlantic City, Cold Springs, Erma, Leeds Point, Oceanville, Ventnor, West Cape May, Wildwood.

Mail-Order Founder Dies

George R. Thorne, one of the founders of the Chicago retail mail-order firm of Montgomery Ward & Co., died last week at his home in Lake Forest, Illinois, aged 81. It was in 1872 that Mr. Thorne helped A. Montgomery Ward organize the firm. He retired from participation in the business in 1905, turning his interests over to his children.

Oil Company's New Advertising Manager

Eben Griffiths has been made advertising manager of the Vacuum Oil Company, New York. He succeeds Arthur W. Sullivan, who has been appointed manager of the Technical Department of the company.

New Campaign for Gas Engine to Start

The Richard S. Rauh Company, Pittsburgh, is handling the advertising for the Bessemer Gas Engine Company, Grove City, Pa. Copy will run in newspapers, trade papers and general magazines.

C. F. Fithian is sales and advertising manager of this company.

Undertakers Approve of Members Advertising

At the recent convention of the National Selected Morticians, the delegates decided that "it is not derogatory to the dignity of our profession to use dignified publicity."

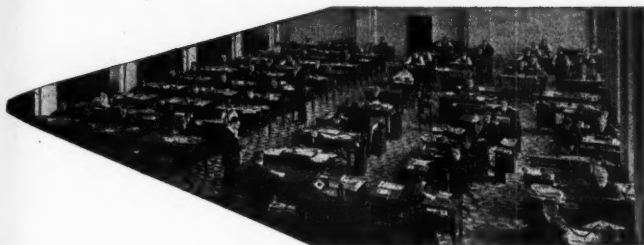
They thereupon raised the ban on advertising by members.

Canadian Advertisers to Meet in Montreal

The Association of Canadian Advertisers will hold its annual convention at the Windsor Hotel, Montreal, October 21 and 22. James Sullivan, executive secretary of the Association of National Industries, will be one of the speakers.

F. J. Best Leaves Macy's

F. J. Best has resigned as advertising manager of R. H. Macy & Co., New York, to enter the Motor Transport Service.



It Serves the Advertiser Whether He Uses It or Not

The more truthful, attractive, instructive and helpful all advertising is made the greater is the influence of the individual advertisement.

By placing at the disposal of our advertisers the trained and specialized skill of the writers and artists in our Advertising Service Department, we render a service to the customer who prepares his own copy as well as to the one who prefers to have our department do it for him.

Here is why.

The work of this department tremendously increases the attractiveness of the advertising pages as a whole, thus insuring a more interested audience for all the advertising in our publications. And that is a service of value to *every* advertiser.

McGraw-Hill Publications

Members of Audit Bureau of Circulations

**Serve a Buying Power Aggregating
Billions of Dollars**

Power

Coal Age

American Machinist

Electric Railway Journal

Engineering & Mining Journal

Annually

Electrical World

Electrical Merchandising

Engineering News-Record

Chemical & Metallurgical Engineering

CLASS OF SERVICE	
Day Telegram	Yes
Night Telegram	No
Day Message	OK
Day Letter	OK
In case of three days service or more, all telegrams must be prepaid.	
In case of four days service or more, all telegrams must be prepaid.	
In case of five days service or more, all telegrams must be prepaid.	
In case of six days service or more, all telegrams must be prepaid.	
In case of seven days service or more, all telegrams must be prepaid.	
In case of eight days service or more, all telegrams must be prepaid.	
In case of nine days service or more, all telegrams must be prepaid.	
In case of ten days service or more, all telegrams must be prepaid.	
In case of eleven days service or more, all telegrams must be prepaid.	
In case of twelve days service or more, all telegrams must be prepaid.	
In case of thirteen days service or more, all telegrams must be prepaid.	
In case of fourteen days service or more, all telegrams must be prepaid.	
In case of fifteen days service or more, all telegrams must be prepaid.	
In case of sixteen days service or more, all telegrams must be prepaid.	
In case of seventeen days service or more, all telegrams must be prepaid.	
In case of eighteen days service or more, all telegrams must be prepaid.	
In case of nineteen days service or more, all telegrams must be prepaid.	
In case of twenty days service or more, all telegrams must be prepaid.	

WESTERN UNION TELEGRAM

RECEIVING CABLES, TELETYPE, AND RADIO

CLASS OF SERVICE (OPTIONAL)
Day Telegram Yes
Night Telegram No
Day Message OK
Day Letter OK
In case of three days service or more, all telegrams must be prepaid.
In case of four days service or more, all telegrams must be prepaid.
In case of five days service or more, all telegrams must be prepaid.
In case of six days service or more, all telegrams must be prepaid.
In case of seven days service or more, all telegrams must be prepaid.
In case of eight days service or more, all telegrams must be prepaid.
In case of nine days service or more, all telegrams must be prepaid.
In case of ten days service or more, all telegrams must be prepaid.
In case of eleven days service or more, all telegrams must be prepaid.
In case of twelve days service or more, all telegrams must be prepaid.
In case of thirteen days service or more, all telegrams must be prepaid.
In case of fourteen days service or more, all telegrams must be prepaid.
In case of fifteen days service or more, all telegrams must be prepaid.
In case of sixteen days service or more, all telegrams must be prepaid.
In case of seventeen days service or more, all telegrams must be prepaid.
In case of eighteen days service or more, all telegrams must be prepaid.
In case of nineteen days service or more, all telegrams must be prepaid.
In case of twenty days service or more, all telegrams must be prepaid.

RECEIVED AT
LONDON 40 NL
BROOKING 18
COSMOPOLITAN MAGAZINE
1801 119 WEST 40TH ST NEWYORK NY
HAVE RECEIVED URGENT TELEGRAPHIC APPEAL FROM AMERICAN RED CROSS TO WRITE FOR JANUARY ISSUE RED CROSS TABLE SIMILAR IN PURPOSE TO RECENT Y N C A TABLE WILL COMPLY IF YOU APPROVE RED CROSS DRIVE FOR UNIVERSAL MEMBERSHIP BEGINNING DECEMBER SIXTEENTH WEEK AFTER MAGAZINE OUT ANWAITING DECEMBER PROOF SHEETS
GEORGE ADE.

NO BROADWAY, N.Y.
DEC 18 1918 SEP 18 PM 8 47

—of course we approve!

"Do Red Cross fable by all means. Send title as soon as possible."

That was Cosmopolitan's answer to George Ade just as it has been our answer to hundreds of requests for editorial co-operation toward all forms of war-work activities.

During the last Liberty Loan campaign, practically every bank in New York displayed "The Bridge to the Rhine," a Cosmopolitan editorial by Herbert Kaufman. In fact, every war editorial written for Cosmopolitan by Mr. Kaufman has been republished again and again in newspapers,

house-organs and magazines all over the United States. His "Stop Eating Soldiers!" was used with great effect by the Food Administration.

The Joan of Arc Statue Committee recently asked us for a copy of Mary Carolyn Davies' poem, "Joan Who Leads the Soldiers" in Miss Davies' own handwriting for their archives.

In a letter to the editor of Cosmopolitan, Frank A. Vanderlip, head of the War Savings Committee, said "Booth Tarkington could do more for War Savings than a dozen college professors of political economy. . . . I am really delighted that you will try to get Booth Tarkington and Fannie Hurst to do stories of this sort."

Articles and stories in Cosmopolitan by Fannie Hurst, Arnold Bennett, Maurice Maeterlinck, and many others have been used effectively to further war-ends.

We doubt if there is another magazine whose stories and articles have been more stimulating or used to a better or a more patriotic purpose than those appearing in Cosmopolitan.

Cosmopolitan

"Yours for the Fourth Liberty Loan"



How High Will YOU Go?



Here's your chance for an altitude record, a rushing, crushing smash into the heart of Germany, dropping bombs all along the way.

How far you will go is up to you. Every Liberty Bond means one more blow to Teuton hopes, one more bomb "right where the Boche lives." How high will you go?

No man has gone high enough until he has bought all the bonds he has the cash to pay for, and all he can possibly swing on installments!

Liberty Loan Committee, Third Federal Reserve District
Lincoln Building, Philadelphia

This space contributed by
THE ETHRIDGE ASSOCIATION OF ARTISTS
NEW YORK AND CHICAGO

Why Pyorrhocide Is Advertised With the Dentists' Okay

Originally Sold Exclusively Through the Practitioner's Office, It Was Found Best to Let the Public Buy It Elsewhere on Prescription

IS it possible to sell a product exclusively through the professional man? The Dentinol & Pyorrhocide Co., Inc., of New York, tried it for eleven years with a tooth powder of its manufacture, and finally abandoned the plan with the approval of its dentist friends. Its adherence to the professional point of view gained it the active support of the dentist, but after a decade both came to realize that the most logical means of distribution for its Pyorrhocide powder was the infinitely wider distribution only possible through the retail drug store. This also explains why the company abandoned a policy of non-advertising for a tooth powder that retails for a dollar a can.

Its careful work among the profession for years before it started to advertise generally, whereby it has gained the dentists' support and good will, is worth while as showing how good will may be earned in face of a ticklish situation.

This company brought out in 1906 a preparation known as Dentinol, a powerful antiseptic based on cresol, for treatment and as an antiseptic against pyorrhea. This is an article strictly for professional use, and the problem of marketing it was one of demonstrating convincingly to the dentist its efficiency in the treatment. The tooth powder, known as Pyorrhocide, which it is advertising to-day, was developed almost simultaneously for general use

for brushing the teeth, and for oral prophylaxis. It contains a small percentage of Dentinol in its formula.

The immediate job before the company, as remarked, was one of demonstrating the possibilities of Dentinol for assisting in relieving

Your gums must be kept firm and healthy

If your gums are sore or tender—if they bleed easily when brushed—if they are soft or have begun to recede—then probably a sticking the tongue into the roots of your teeth.

As morning progresses it affects the loose sockets which hold the teeth in place. The teeth loosen. Eventually they fall out or must be extracted. Often a person's entire health is undermined by the pyorrhea bacteria from undrained gums.

A medium widely recommended by the dental profession for maintaining the vitality of the gums is Pyorrhocide Powder. It was compounded to meet the requirements posed by years of scientific research. It has since been subjected to exhaustive clinical tests by the staff of dental operations and investigators of the Pyorrhocidal Clinic—founded by The Dentinol & Pyorrhocide Company.

This Clinic—the first and only institution devoted exclusively to the study of pyorrhea.

Pyorrhocide Powder is effective and helpful to its action. We would like to send you, without charge, a sample of Pyorrhocide Powder to try. Use it. You have clean and healthy gum tissue and have kept this feeling better. It is enough will give you an idea of what the regular use of Pyorrhocide Powder will accomplish.

Pyorrhocidal Powder is an efficient measure of relief.

THE DENTINOL & PYORRHOCIDE COMPANY, Inc.,
Dep. B. 10th Broadway, New York City.

Sold for years exclusively upon the recommendation of the dental profession. Effective not only in the treatment of pyorrhea, but also used in the prevention when used regularly as a dentifrice.



THE DIGNIFIED NEWSPAPER DISPLAY

and preventing pyorrhea. The average manufacturer when he wants to demonstrate his goods has an easier proposition than this company. He has the retailer's store, or show window, or a prospect's office in which to display his goods. But in the case of a manufacturer of a medical product,

such as this company, the openings for demonstration are not so obvious or simple. The cautious practitioner is not going to experiment on his patients with a product whose character and efficacy he cannot be sure of.

Therefore, to demonstrate to the profession its methods of treating diseased teeth and gums, the company in 1908 established a clinic in New York, where for years it conducted researches into pyorrhea, and afforded visiting dentists and students who came to it from all over the world, an opportunity to observe and practice treatment of cases at whatever stage. It was much as though a manufacturer of a wallboard might carry on a school in his plant for the education of visiting carpenters anxious to learn effective plans of panelling with his board, or a paint manufacturer should hold a "clinic," if you will, in mixing shades and tones. The nearest thing approaching it in the mercantile world the writer can think of just now is the school in corsetry conducted by the makers of Nemo corsets.

This clinic proved not only an invaluable source of good will to the company, enlisting the active interest and support of the profession, but it also produced valuable laboratory experience in developing instruments for applying its product, and data and pictures for bulletins and other direct matter the company has been sending out from time to time to dentists.

ADVERTISING FEATURE IN THE BACKGROUND

Almost all of its literature has been educational propaganda on the subject of pyorrhea. The average advertising man would not consider much of this as advertising, alongside his own work, because there isn't very much advertising proper in the majority of this matter, beyond the protective copyright. But that all depends on a man's definition of "advertising." The company's educational efforts have won the support of the dentist and that is what it was after. Dentinol is

kept well in the background, the therapeutics and bacteriology of pyorrhea well to the fore. A wider knowledge of the causes and methods of treating this disease necessarily come before wider use of materials for its treatment.

In 1917, for example, it sent out an edition of 45,000 elaborately printed portfolios of clinical subjects photographed at its clinic. The only "advertisement," if such it be, in this whole book is the title page with the copyright notice and a card explaining its intent as educational matter to be shown to patients.

This book had an interesting and valuable aftermath. Some copies were forwarded to dentists in service with the Army. Some of the Army dentists wrote in to the company and wanted to know whether it was possible to supply the plates on a single sheet for posting in hospitals and around cantonments for the good effect they would have. Thereupon the company got up such a chart, 38 by 25 inches, on heavy coated paper, showing six of the plates with explanatory captions, and these warnings in big, black type:

"Keep your gums healthy! Keep your teeth clean!"

"Germs from unhealthy gums and decayed teeth cause various diseases of the body. Co-operate with the dentist in safeguarding your health! Brush your teeth night and morning!"

The only clue to the source of this chart is the small copyright notice in the lower corner.

So great was the call for this piece of bona-fide educational propaganda, that the company decided to advertise it in the dental trade and professional papers, suggesting that dentists get a supply and place them in schools, factories, institutions, stores, etc. Even private concerns have written for copies of the chart, and many thousands of them have been distributed to date.

Supplementing these efforts, the company has issued a small folder on the subject of pyorrhea and mouth prophylaxis in general, which it wraps with its tooth

powder and sends out with samples. This folder is also printed without any company advertising for dentists to distribute, and the company gets requests for it ranging from twenty-five copies to 25,000.

Why, after years of quiet work of this sort solely among the profession did the company finally turn to popular advertising? In doing so, was it in danger of incurring professional disfavor?

Originally it sold its Pyorrhoid powder in a combination order with Dentinol exclusively to the dentist. It was considered wiser to leave it to the dentist, in treating bad cases of diseased gums and teeth with the latter preparation, to prescribe the powder for the patient's daily use with the brush. This combination sold for ten dollars, with a money-back guarantee, and the company has never had more than one-half of one per cent of calls for refunds on its offer.

Nevertheless, this plan, ideal in theory, did not work out well in

practice. A practitioner would not always care to prescribe a preparation sold by himself, however efficacious he might consider it, for obvious reasons. Moreover, the average patient when he is in the chair, isn't in a mood to have a product "talked" to him, and the canons of the profession hardly countenance such practice. At the same time, where the dentist wished the patient to assist his professional treatment by using a tooth preparation at home that was a natural adjunct to the Dentinol treatment, he would give the patient a can of the powder, and explain that he wanted him to use it. While not exactly selling it in the usual sense of the word, the charge would be inserted in the bill.

Even this did not entirely suit the dentist. After sounding out the ground, the company found that the average dentist preferred to prescribe the powder and let the patient buy it elsewhere. Up to a few years ago, however, the only places outside of the den-

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

tists' offices where the powder could be secured were the dental supply houses. It was obviously impracticable to expect patients to search out these houses to buy the product. In some places there are no such establishments. Users who were introduced to the product through their dentists began to complain that they couldn't find it conveniently when they were out of a supply.

NO DISTRIBUTION, WITHOUT ADVERTISING

The only solution under the circumstances was to secure distribution for the product among retail druggists, so that the public could buy the product at the nearest drug store.

Therefore, last fall the company started a small advertising campaign in some twenty newspapers in different parts of the country to get distribution through the drug jobbers and retailers. The copy rarely ran over fifty-six lines, but the campaign proved eminently successful, not only in securing distribution, but in sampling, and even selling direct the dollar can, the only size in which the powder is sold.

This year the company has branched out into national magazines, and is using at the same time large space in a New York newspaper. This campaign will run through next spring.

The copy is out-and-out publicity on pyorrhea, its symptoms, causes, etc. It is therefore necessarily somewhat lengthy as to text. It is professionally cautious. It does not claim that the powder advertised will cure the disease, but that it can help in preventing the start of the disease, its spread, and in treating it in conjunction with a dentist's care with Dentinol.

The product, at first sight, seems expensive when you can buy a tube of a standard make of tooth paste for 25 cents. But the company is careful to point out that, while a can costs a dollar, it contains six months' supply. Moreover, the price is considered more as a real sales advantage

than otherwise. It gives the impression that, if the preparation costs a dollar, it must be worth it, or otherwise the manufacturer would not dare to offer it. There are many who are more chary of a cheap price than they are of goods that ask a good figure.

This, then, is practically an advertising campaign to take out of the dentist's hands the trouble of handling the powder, and at the same time giving it wider distribution so that any dentist can prescribe it without professional qualms, and with the reasonable assurance that his clients can get it easily.

This is, briefly, why a sound and conservative concern that for years followed a rigid course of working among the profession solely has finally switched to popular advertising. Under the circumstances it can be appreciated why it has made the shift without alienating its former professional support in the slightest degree.

Death of Frank L. Dingley

Frank L. Dingley, one of Maine's most distinguished journalists and for fifty years editor of the *Lewiston Journal*, died September 22, at the age of 78. He was a brother of Congressman Nelson Dingley, who as chairman of the Ways and Means Committee, fathered the Dingley Tariff Law. Mr. Dingley was a prolific writer. He possessed a graphic style and few editors in the State had as large a following. For many years he wrote a column headed "Saturday Night Talks," in which he discussed the Sunday school lesson of the following day. When Frank A. Munsey bought the *Boston Journal*, he induced Mr. Dingley to edit the paper at a large salary. At the end of a year he resigned and went back to his own *Journal* in Lewiston. Mr. Dingley is survived by a son, Bret Hart Dingley, and four daughters.

Space Buyer for Hoyt's Service

Miss Minerva S. Harris has become manager of the rate and contract department of Hoyt's Service, Inc., New York. She was at one time space buyer for Sherman & Bryan, New York, and more recently with the Greenleaf Company, of Boston.

Fauver With Prest-O-Lite

J. N. Fauver, formerly vice-president of the Michigan State Auto School, has become manager of the Prest-O-Lite branch plant at Detroit.

"Concentration is the Nation's Watchword"

PHILADELPHIA

is the strategic point
for you to launch your campaign!

Before the war its fame as "the World's workshop" was unquestioned. Its 700,000 male and 300,000 female workers were usually busy.

Its shipyards made battleships for Uncle Sam, for Japan, for Russia, for the South American republics.

Its locomotives were ordered by far-off Siberia, China, Japan, the countries of Europe and North and South America.

Its trolley cars buzzed through the towns of Italy, Portugal, Spain, South Africa, down in the Argentine and where not.

Its carpets graced the floors wherever civilization spread its beneficence, and its textiles were called for both near and far.

Today, now that Uncle Sam has taken on the job of "cleaning up the muss" over in Europe, its workers, reinforced with about 400,000 newcomers, are busy making things that America and the Allies may "carry on."

Prosperity is the keynote in Philadelphia. If you want a quick market for anything that can be used in Philadelphia's thousands of homes, either on the table for food or to meet the needs of man, woman and child, here's your market, and now's the time to enter it.

Dominate Philadelphia, create maximum impression at one cost by concentrating in the newspaper "Nearly Everybody Reads."

The Philadelphia Bulletin

The net paid average circulation of "The Philadelphia Bulletin" for August was

444,351 Copies
a Day

(Third largest circulation in the United States)

The Bulletin is the only Philadelphia newspaper that prints its circulation figures regularly every day

New York Office
DAN A. CARROLL
Tribune Building

Chicago Office
J. E. VERREE
Steger Building

Detroit Office
C. L. WEAVER
11 Lafayette Blvd.

Three Colors Shelved for the Period of the War but No Change in Quality

THE Government has asked us to reduce the number of colors in which Worthmore Bond is produced from nine and white to six and white. Therefore, until further notice we will supply this paper only in White, Amber, Goldenrod, Blue, Pink, Gray and Corn. But there has been no change in the quality of

Worthmore Bond

It is the same strong, uniform, crackly stock that you have known and approved for years and years. Furthermore, this quality will be maintained just so long as the raw materials are available. Nobody can forecast what the coming months may do to the supply of bleaching powder, sulphur, rags. But nothing short of a National emergency shall even temporarily disturb the quality standards of this bond paper.

THE WHITAKER PAPER COMPANY CINCINNATI, OHIO

Birmingham Detroit Atlanta Richmond, Va.

BAY STATE DIVISION—BOSTON
SMITH, DIXON DIVISION—BALTIMORE

New York Office: 501 Fifth Ave.

Chicago Office: Continental & Commercial Bank Building



"Not To-day. I Never Had a Call"

A Sales Manager in a Letter to One of His Men Tells How to Puncture This Ancient Alibi for Not Buying

NEW YORK, N. Y., Sept. 10, 1918.

Mr. W. R. Myman.

Dear Bill:

I was just noting from your route-list that in a week or so you would be hitting into new territory with our brand, when your letter of the 3rd came in requesting a little information on a condition that you feel will crop up in this field of introductory work.

You want to know how best to handle the man who says "he never had a call," "will wait until the demand is created," "satisfied with his old brands," etc., and again etc.

Just as sure as two and two are four, I know that you have already sharpened your wits to cut down this moss-covered excuse, but you are raising your hand to ask a question just to see what the "teacher" has to say—that's using your head, I'll say it is.

I am not going to make answer to your question in categorical fashion—that is: if the dealer says so and so, you should reply so and so, but instead will try to make you acquainted with this type of dealer and the ridiculousness and inconsistency of his stall.

To start off with, this excuse originated 1200 B. C., and is pulled in every city and hamlet in the country by certain dealers every time a brand makes its initial bow.

Give an ear to a legitimate *reason* why a dealer can't buy, but go deaf but not dumb when this "wait for a demand" excuse is handed out to you.

Now, just consider this dealer for a minute. When he decided to go into business, he selected his town and maybe the location of his store. Then he waited until the "citizens of our fair city" petitioned him to start his "merchandise emporium." In other

words, he waited for "a call" from the inhabitants before he opened up. He did all this, didn't he? Well, he did not. He opened up with the belief that he would have salable goods for them when they did call, and if he is still awake to the game of to-day, he knows he must occasionally stock a new brand to keep pace with the consumer in his quest for something new. Don't you see that adding a new brand now and then without a call is the same thing in principle as opening up his store at the start without a call?

Let's try to figure out how this dealer obtained his original stock. With his four bare walls and an empty showcase, did he wait until the folks came in and specified their choice, and then made purchase, and so at the end of 288 or 289 days had a fairly complete stock? Did he do this? I ask you. Not on your life.

All brands were new to him then and not one mite older than your brand is to him to-day. Your brand may be new to him, but can he say it is new and unwanted by his customers? Does he base its newness because he never had a call and then change his views if John Smith comes in and asks for it? And with our advertising promotion work isn't he bound to "have a call"? Does he strengthen his good will with his customers by waiting for a demand before he buys?

Did you ever stop to think why you go to the postoffice for stamps? Funny question, isn't it? But listen, you go to the postoffice for stamps because you know you can get them there! That's why, too, a lot of trade don't go to some stores for up-to-date merchandise, because they doubt if it can be purchased in the "wait for a call" store.

Of course, this dealer will harp on being satisfied with the old brands—they suit his trade—why

make a change? Is it really his love for these old brands, or his unreasonable dislike of a new one that inspires this prejudice? Don't you know that the oldest and best selling brand he now carries was at one time just as new as yours? Suppose he had always used this same argument on all the other one-time new brands! In a brief period his store would have run a race with a graveyard.

When you get right down to it, what license has he to say that his trade is satisfied with his present brand? Might they not like a new brand better if they had a chance to compare its merits and wouldn't Mr. Consumer cuddle up a little closer to the dealer that put him next?

Let me run in a little incident of my own experience. I wore a certain style of collar for years. Was apparently satisfied with it. Bought them here, there and everywhere. Had no choice of a haberdasher. One day I was purchasing my usual every-so-often half-dozen and the polite clerk showed me a collar with a new idea pertaining to the button-hole and asked the privilege of putting in just two of the new ones with the four old style. Say, I would never go back to that old style, and now all my haberdasher wants go to the store that "puts in new things without waiting for a call."

The simile may be a little far-fetched, but it seems to me that waiting for a demand before making a purchase, is just like waiting for Old Man Winter to "make a call" before stocking up the coal-bins.

A peace treaty would last about one minute with these "wait for a demand" style of dealers were you to infer that they can't sell goods, and yet when they merely hand out that which is actually called for, what are they—salesmen or automatons?

Thus, I could go on ad infinitum, as you would say in Latin, but why the necessity? I feel that you now have the number of this type of dealer and will recognize

his excuse for not buying "until a demand is created" as a ridiculous, inconsistent, silly stall. For stall it is and you can prove it. I know you can.

For the names and addresses of the dealers you have pulled from the mire of "I never had a call," I shall look on the yellow sheets of paper, same size as this letter, but starting off with—"Please ship to,—" commonly known as the order sheets. I run no chances in believing you will use quite a few sheets next week—and always.

With kind regards,

Very truly yours,

A. JOS. NEWMAN,
Sales Manager.

Chance for House-Organ to Save Paper

ALPHA PORTLAND CEMENT COMPANY
EASTON, PA., Sept. 12, 1918.

Editor of PRINTERS' INK:

One result of your publishing a complete list of house-organs is that those of us who publish such magazines immediately receive numerous requests to "exchange."

Might it not be well to suggest to readers that, just now when an effort is being made to conserve paper, regular exchanges of house-organs should not be arranged unless the publications requested are likely to be really helpful to those requesting them? In most cases a specimen copy would probably answer every practical purpose.

We are glad to send a copy or two of "Alpha Aids" to anyone interested in seeing it, but we try to confine our regular circulation to people who are using or selling building materials.

S. ROLAND HALL.

Hoffman Made Business Manager

Allan C. Hoffman, who for several years has been advertising manager for the *Scientific American*, has been made business manager of that publication. He was previously, for several years, advertising director of *Leslie's Weekly*, and prior to that served for a period of ten years as advertising manager of *Outing Magazine*.

Danby with Nordhem Company

Robert J. Danby has resigned his position as advertising manager of *Judge* to become associated with the New York office of the Ivan B. Nordhem Co.

Mr. Danby was formerly advertising manager of *Puck*, and before that occupied the same position with *Today's Magazine*.

A Record Year

With the closing of the December issue 1918 becomes materially the largest year both in advertising lines and advertising revenue in the fifty years history of

The Delineator

No Mail Order Advertising Accepted

ADVERTISERS—T

Automobile Accer

Batteries and Ligh

We have checked our subscription list against the Motor Vehicle Licenses furnished by the Georgia State Authorities and find that

One Georgia Farmer out of every eight who subscribes to the Southern Ruralist owns an Automobile or a Motor Truck.

More than ten thousand of our subscribers in this state own Motor Cars and Trucks. This not only proves the high purchasing power of the Southern Ruralist reader, but shows a ready market for your accessories and attachments. Ninety-five different makes of machines are represented in this report including all prices and yo

One hundred thousand more high class circula

SOUTHER

MEMBERS OF THE

Chicago Office

J. C. BILLINGSLEA, Advertising Building

A. H. BILLINGSLEA

Tires, Motor Trucks, Accessories, Attachments, Lubricating Oils—Notice

against grades from the \$500 Ford to the \$4,500 Winton. The list includes 603 Buicks, 53 Briscoes, 594 Chevrolets, 58 Chalmers, 68 Cadillacs, 383 Dodges, 59 Grants, 5125 Fords, 95 Hudsons, 395 Maxwells, 648 Overlands, 148 Olds, 160 Oaklands, 56 Paiges, 212 Studebakers, 115 Saxons and 23 Mitchells.

This report covers only one State. The Southern Ruralist covers thirteen States with a total of more than 900,000 automobile owners, 65% of whom are farmers.

Our County Circulation Automobile Owner Map will be ready in November—send for your copy NOW.

is circulates the next largest Farm Paper in the South

RURALIST

MEMBERS OF THE A, B, C.

AA
A. H. BILLSON Avenue

St. Louis Office
A. D. McKINNEY, Post Dispatch Building



*Of course
it gives a
better appearance—*



*"Getting Your Booklet Across"
bound in cloth, will be mailed
upon request. Address Inter-
laken Mills, Providence, R. I.*

"It would seem that cloth binding greatly increases the value of any advertising booklet or catalog.

"The people we have supplied with this cloth-bound edition seemed to take particular interest in receiving their copies."

The above experience of a ten million dollar shoe concern is practical confirmation of the statements you will find in our cloth-bound booklet, "Getting Your Booklet Across."

Everyone who has advertising literature to bind should read this booklet. It will tell you of the singular fascination exercised by a little book in cloth covers.

INTERLAKEN MILLS, Providence, R. I.

Interlaken
Book Cloth The Standard Since 1885

What Will the Absence of Drafted Men Do to Business?

Merchants Are Casting About for New Customers to Fill the Gaps

ABSENCE of men, especially young men, due to the demands of military and naval service, is the prod that is driving retail merchants all over the United States to cast about for new ventures in merchandising that will contribute to a fixed overhead suddenly bereft of its visible means of support. Trade must be found and found quickly to replace the business of the men going to war. That the crisis is widespread is shown by the fact that it is found at all points of the trade horizon from the florist shops (young men being the heaviest purchasers of cut flowers) to the showrooms of the dealers in passenger automobiles.

With the possible exception of the sporting goods stores there is, however, no line of retail trade that bids fair to be so hard hit by this drain of man-power as the stores devoted to wearing apparel and furnishings for men. Merely the lapse in aggregate masculine purchasing power due to the withdrawal from the country of an ultimate army of 4,000,000 to 5,000,000 men would be serious enough. But on top of that there is the circumstance that the young men have been, as one merchant expresses it, "the spenders and the life of the business." The best evidence that this dependence upon the younger men has been widespread in the ready-made clothing, shoe, hat and men's furnishing fields is attested by the growth in number in recent years of the establishments designated as "young men's shops" and by the use of national advertising copy addressed to young men.

It is well known in inside business circles that the retail clothing and furnishing trade is overstocked and that the movement of the surplus goods on hand must be the first consideration for the winter of 1918-19. It is signifi-

cant, however, that many of the merchants in this field are already figuring on the replacement of the forfeited business by the creation of new departments in their stores. With this purpose a number of retail clothiers have within the past few weeks addressed letters to men in the same line of business in Canada asking for particulars as to how the situation was met in the Dominion.

WOMEN TO SUPPLANT MEN AS CUSTOMERS

From the standpoint of national advertisers doubtless the most interesting single feature of the realignment is found in the surprising proportion of clothing merchants who are thinking of starting departments devoted to women's wear. A first-hand investigation on behalf of PRINTERS' INK discloses various reasons for this sharp revision of policy. Some of the merchants cite, aside from the present preponderance of women in the population, that many women are enjoying larger incomes than ever before. Other retailers explain that since women have taken in recent years to wearing men's bathrobes, riding breeches, neckwear, hats, half hose, boots and pajamas, they have had a steadily increasing volume of business from the fair sex and they thought that they might as well "go all the way."

A very potent factor, too, is found in the invasion of the sales forces of the men's clothing stores by women. When Provost Marshal General Crowder issued his "work or fight" order, in which sales clerks were classified as in "non-productive" employment and suggested that men clerks be replaced by women, the clothing trade arose almost as one man and declared that whatever the possibilities elsewhere, theirs was one line that could not be handled

satisfactorily by women. However, the War Department persisted in its attitude and in conformity to this the United States Employment Service has been recommending men's clothing stores as a suitable sphere for women seeking employment. To a certain extent, therefore, clothiers see the necessity of bowing to the inevitable and not a few of them, are figuring upon making the best of the bargain by adding lines for the handling of which saleswomen are supposedly especially adapted.

On the other hand, many marketers of ready-made clothing and accessories for men have always (especially in the smaller cities and towns) "kept away" from lines of women's wear and are disinclined to compromise on this score even in the face of the present emergency. This class of merchants, generally speaking, hopes to pull through by devoting increased attention to the older men and the young boys. Increased solicitude for the trade of the older men does not mean, as a rule, the creation of any new departments, but rather a revision of stock. In the case of the younger boys, however, some of the clothing merchants have concluded that they can gain a double hold on this class of the population by adding lines such as sporting goods, camp supplies, cameras, etc.

Two facts stand out in the estimation of students of distribution who have been giving some attention to the boy question. The one is that an increased proportion of America's boys are working—after school hours if not full time—and are earning much more than has previously been paid to employees of their years. The other is that, so long as the war continues, in the thoughts of almost every one of these boys the martial element will predominate—anticipation of the time when they will have opportunity to participate in the great adventure. This being the case, it is figured that there will be an increased demand on the part of

the boys for firearms and all the articles from wrist watches to foot powders that have gained vogue with our military men. Boys below the age of the young men who will be outfitted by the Government under its new system for providing military training at our colleges must, of course, indulge their military leanings by purchase in the regular channels of trade.

A recent canvass of a number of retail establishments throughout the country showed that some retailers of clothing for men who hesitate to put in women's coats and suits have made arrangements to put in lines of hosiery, handkerchiefs, gloves, etc., for women. Their theory is that they and their sales forces already know these lines as designed for men. It ought not to be difficult for them to make a success with the equivalent lines for women, especially when, as in many instances, the additional goods may be obtained from the sources of supply where connections have already been established.

It is admitted, too, that war conditions will result in a great increase in the heretofore comparatively small number of men's clothing and outfitting establishments that have carried shoes for boys and men as a side line. Henry L. Houseman, of Grand Rapids, Mich., who has gone into this aspect of the situation very carefully, estimates that a clothing merchant can with an increase of capital of 6 or 7 per cent install a shoe stock that will increase his turnover by at least 20 per cent. It is claimed that the present situation offers unprecedented opportunities to shoe manufacturers who have not the resources to establish their own retail stores and that even in the case of the shoe firms maintaining factory branches in the larger cities the present necessities on the part of men's outfitters may be the means of securing special representation in many of the smaller cities and towns where the trade does not warrant direct distribution by the manufacturer.

Officialdom at Washington Will Curb Paper Waste

Promise Is Made by Pulp and Paper Section That Every Branch of the Government Is Soon to Be Put on Rations

PRINTERS, advertisers and others are taking an interest in the consumption of paper by the Government. An average of fifteen to twenty letters is received daily at the Pulp and Paper Section of the War Industries Board at Washington asking about it. They want to know why it is that the Government departments are allowed to continue, seemingly, an unbridled use of all classes of paper while private consumers have been called upon to practise conservation that contemplates as its first step an average curtailment of 25 per cent. Letters of protest have been coming to Washington ever since the campaign for paper economy was launched. They have been more frequent since the middle of September, when Congressman Walsh of Massachusetts made the attack upon the alleged waste of paper noted in **PRINTERS' INK** last week.

The reply of the officials of the Pulp and Paper Section to inquiries of this character is that moves have already been made to carry the paper conservation campaign to every department, bureau and independent institution under the Government and that a campaign with this objective will be launched in earnest within the next fortnight. The explanation of any tardiness of action lies in the difficulty of finding the right man for the job. Two or three men have been picked in succession, but after duly considering the proposal have declined. It is a dollar-a-year position and one of pyramided responsibilities, but a specialist who is accounted ideal for the place has promised to report in Washington within the next two weeks.

Meanwhile some progress has been made in the direction of Governmental paper conservation. On his own initiative Secretary Redfield of the Department of

Commerce inaugurated some time ago a paper-saving campaign in all sections of his branch of the Government and similar action was taken in a few other quarters. In the interest of unity of effort to this end there was a meeting a week or so ago of the purchasing agents of all the Government departments at which the acute situation in the paper industry was explained and there was a preliminary exchange of views with respect to ways and means of curtailing Federal paper consumption.

DR. MERCHANT HAS A PLAN FOR SAVING

Even more to the point are the appeals for paper conservation that have recently gone to the head of each Government department and institution from the War Industries Board and the Public Printer. For the time being each office under the Government is being left, in a sense, to its own devices to work out whatever measures of paper conservation may appear possible. This is on the theory that conditions differ so radically in the various establishments that the men in authority in each should be best qualified to work out what paper economies they can practice.

Later, there will be an interchange of views and a passing around the circle of any conservation experience that has proven successful. For example, Dr. E. O. Merchant, the pulp and paper expert of the Federal Trade Commission, who is also the head of the Conservation Division of the Pulp and Paper Section, has worked out in detail a comprehensive scheme for intensive paper conservation in the offices of the Federal Trade Commission. It is understood that this "model programme" will later be set before all the other Federal insti-

tutions that are in a position to adopt it.

Outsiders may be surprised to discover that this sudden activity in the Government departments in the interest of paper saving seems to concern itself most conspicuously with economy in the use of stationery, office forms, etc., rather than with the excess in the publication of Government documents. To the lay mind the latter is the grossest example of paper extravagance on the part of Uncle Sam. The explanation lies in the fact that under existing arrangements the Public Printer is supposed to be using his veto ruthlessly on all non-essential publications, such as scientific reports, technical treaties, departmental bulletins, etc.

It was recounted in **PRINTERS' INK** some weeks since that the Joint Committee on Printing of the Senate and House of Representatives, aroused by the menace of the paper situation, had clothed the Public Printer with broad discretionary power to order suspension or postponement of publication of all Government documents that do not serve an urgent need in the present war emergency. Instances were cited at that time where a halt had been suddenly called upon publications such as the elaborate statistical atlas of the United States Department of Agriculture, and it was explained that the ban was especially rigid in the case of publications requiring coated paper and illustrations in halftone or color. This policy at the Government Printing Office is supposed to be unabated. There are skeptics in Washington, however, who intimate that whatever the limitation of departmental publications it is a good deal to expect that the output of Congressional documents, etc., can be cut on the eve of an election.

The immediate purpose of the paper conservation work within the departments is to accomplish conservation with respect to stationery and other printed forms. That there is ample opportunity for conservation effort in this

quarter may be realized when it is stated that at the present time the Government is taking fully one-half of the aggregate envelope output of the entire country.

Envelope conservation is to play a big part in the plans now being framed. In all the departments effort will be made to substitute lighter weight and cheaper envelopes for the expensive stock now used almost universally. For single sheet correspondence there will be introduced smaller size envelopes instead of the number 9s and number 10s, which have been employed almost exclusively up to this time. Means will be found, by single spacing in typing or otherwise, to save "second sheets" in correspondence and a very considerable saving should result from the plan to utilize the reverse of letters for carbons of the replies sent or for the endorsements, notations, etc.

The one aspect of Governmental paper consumption which seems to baffle the conservationists is the sudden spread, within Federal jurisdiction, of the house-organ habit. While the War Industries Board, pending the issuance of definite orders on the subject, is advising private advertisers that it favors a 25 per cent curtailment in the use of paper for house-organs, there has been an increase amounting, within a year, to several hundred per cent in the number of house-organs issued under Uncle Sam's imprint. The war is, of course, mainly responsible. Each of the new institutions called into existence by the war, such as the United States Shipping Board, has a publication that might be denominated a "house-organ" and some of these are very elaborate and issued in large editions. An effort will be made to effect substitution, as has already been done in the case of the Official Bulletin, of cheaper for the more expensive grades of paper, but the paper conservationists are frankly dubious of their ability to obtain outright suspension of publication of any of these house-organs.

Public Ownership and the Hearst Papers

THE Public Ownership of Railways, Telegraphs and Telephones is a policy which the Hearst papers have consistently and persistently championed from the first.

Because Government Ownership is the logical working out of democracy.

It means that Democracy is a living organism, and not a mass of jelly; that it is a well-constructed house built by the co-operation of men, based upon immutable principles, carried out according to a well-considered plan. It is not a heap of loose stones.

The time comes, in the development of every free democratic State, when the people must recognize and fearlessly assume their responsibilities, and not shrink from the use of their power.

When any business has become fully public in its nature, it should no longer be entrusted to the management of private individuals or groups. Human nature is not to be so trusted. It is too weak. The temptation

to make private gain of public business is too great.

A democracy that cannot or dares not administer its own public business, and must depend upon private citizens to do for it what it fears itself too much to do for itself is an impotent democracy. Sooner or later it will be owned by a few clever and wealthy men.

The Hearst papers have seen this, and have not been afraid to tell it. They have taken the General Public as their Master, and to that Master they have been loyal.

Their business rests upon Public favor. They are read by "all men everywhere." They secure their advertisements from men in every line of legitimate business.

It is their duty, as they conceive it, steadily to urge the interests of the whole people. It is nothing but plain newspaper honesty. The paper of general circulation that is subservient to any one Class or to some Special Interest is false to its trust.

Nowhere, not in Congress, not in the Pulpit, not on the Platform, not in Books or Pamphlets, can the great People find utterance so fully as in the Newspaper.

It speaks every day. It presents its message to the people when they pick up their paper the first thing in the morning at their doorstep. It speaks to them over their breakfast coffee. It fills in their unoccupied moments on the suburban train, the tramway, the elevated or the subway.

The morning paper reaches them at breakfast. The evening issue is read by the family about the evening lamp.

Thus into all the interstices of the day the newspaper constantly pours.

It is not the incident of some special occasion. It is woven into the whole fabric of life.

No other agency so potent for good or ill is conceivable. It is the blood of Public Opinion. It is the breath of life for the Masses.

This is a staggering responsibility. It is to be as-

sumed by no man without a deep sense of loyalty to those myriad lives he reaches.

And no words of condemnation are too strong for a newspaper that, for profit, for prejudice or for sinister ambition, endeavors to deliver the people over into the hands of a self-appointed group.

Because the Hearst papers understand themselves to be the servants of all they have refused to be the servant of any.

The Railway, the Telegraph and the Telephone are every man's partner. In the evolution of society they have become an integral part of every man's business.

And when a business becomes indispensable to all, it is time that it be made responsible to all, owned by all, managed by all, and that the profits go to all.

To claim that the People, through their regularly constituted, elected and responsible officers, are incapable of carrying on a business, is equivalent to saying that democracy is a failure.

Democracy is not a failure. The People are able to trans-

act their own public affairs.

The Post Office is operated by the Government. Where is the man who would want to hand it over to a private company?

To be sure it has its faults. So have the Beef Trust, the Steel Trust and the Standard Oil Company. Only the faults of one are known and published, of the others buried in the directors' room.

Besides, the Post Office is making no millionaires, building no gilded palaces for its promoters, buying no diamonds and maintaining no private yachts for a few favorites. All its profits are turned back to the people.

The Public School is operated by the State. Who would farm out the education of the children of the United States to private parties?

Now that War has come, this logic, which before was weak and academic, suddenly leaps into a significance we all can see.

When the Red Flag of Danger was flaunted in the East, the one thought of all was that, if we would succeed

in our contest with Autocracy, we must Concentrate, Co-operate.

To stand bickering and competing for private profit while the enemy was at our gates would be suicide.

In one gesture of supreme power therefore the Government took over the Railroads.

In another gesture the presidents of the companies were removed from their operative positions and Federal managers appointed.

Did this high-handed proceeding bring business chaos? It did not.

Was there a financial panic? There was not. The Stock Market stiffened.

Did anybody cry Socialism, Paternalism and Autocracy? If they did it was not audible.

Smoothly, swiftly the business of the country slid into the new ways of efficiency. Reforms were produced at once that had been hopelessly agitated for years. Adjustments for a better service of the State and of the Public were made over night, though they had been condemned as impractical all along.

The Hearst papers had been advocating Public Ownership in season and out of season. When the pinch came, when the nation's existence was imperilled, their long labored argument sped to a quick conclusion.

The Hearst papers do not assume the credit of bringing about the Government Control of Railways, but they have a right to claim their share in bringing this about.

And their motive is plain, their methods open.

Their one motive has been the welfare of the whole People. They have been honest Servants of their Master. As such they have not failed in their high duty. They have fought the good fight; they have kept the faith.

And the Telegraph and Telephone presented exactly similar conditions. Now the Government has taken them over.

So does any other business that has become essential to the communal life of the people.

Private control, with as powerful incentive of private gain may be necessary in the beginnings of public utilities. The men who create and venture should have their due reward.

But when any concern has passed the experimental stage, has become a part of public life, and presents only problems of administration, the increment of profit should go back into the service of the public.

The success of the Hearst papers is attributable to one basic thing; and that is Fidelity to the Public.

And at this time, when America is going forth to make the world a decent place to live in, no stauncher support to this Government, no more trustworthy instrument at the hand of the Commander in Chief of our Army and Navy, can be found than this virile organization, whose business it is to disseminate truthful news, to express sound opinion and to act always as the Tribune of the People.

Consumers Didn't Know How to Use the Goods

What This Point Had to Do With the Discontinuance and Revival of the Campaign for Twinplex, a Stropping Specialty

CO-INCIDENT with the shortage in safety razor blades, the Twinplex Sales Company, of St. Louis, has started an advertising and sales drive for its stropper for Gillette blades. This campaign, as announced recently in *PRINTERS' INK*, will run in full pages and half-pages in a national weekly. At the same time intensive dealer and window display campaigns will be conducted, with demonstrators to show and sell the device strictly in line with its intended functions.

The Twinplex is a stropper, not a sharpener. It is sold on a thirty-day trial basis. On this point of difference hinges the aim of the present campaign.

When the company first put it out in 1910, it advertised it in newspapers in different cities all over the country. Later it followed up this campaign by advertising in national periodicals, but for several years now it has not advertised.

There is an important reason for this. This is the distinction outlined in the preceding paragraph—that this device is a stropper, not a sharpener.

Any barber will appreciate the difference. When he sharpens a razor, he grinds it; but when he strops it, there is no grinding of the edge. By the process of stropping he is simply realigning the infinite microscopic saw teeth that comprise the cutting edge of any razor. It is when these

teeth are out of alignment that the razor "pulls," and it is stropping that takes this pull out of shaving.

These teeth are not necessarily thrown out by the act of shaving. Any barber will tell you always to strop a new razor before using it. Jars and jolts, changes in tem-



You shave with a blade like this—unless you strop it.

The edge of an unstropped blade is composed of tiny teeth, cross-hatched like this. Shaving goes down in this condition. Stropping straightens them back into line. New blades, as well as old, need stropping. For more perfect, soothing and comfortable shaves, shave like a pro. That's what the Twinplex is for.

Twinplex Strop
improves new blades 100%

Takes the full use of double-edge blades and stretching without wear. They wear a little and still get a razor and one stroke of new blades will make you shave clean for the duration of the day. The device improves safety the shaving problem of the new is solved.

100 shaves from 1 blade

The last shave is better than the first from a new, unstropped blade. The razor goes to work in a new and makes the shaving and the shaving itself. It works in a guaranteed 30-day, 100% refund plan.

Sold by all dealers on 30 days trial. Take one home and experience it on your own razor. It is not designed for dealer and retailer price. No return. Interlocking blades not required.

Twinplex Sales Co., 1219 Locust Street, St. Louis, Mo.
Chicago Branch, 1111 North Dearborn St., Chicago, Ill.
New York Branch, 1111 Broadway, New York, N. Y.



THE KIND OF COPY THAT IS NOW BEING FEATURED

perature, etc., will disturb a cutting edge, new or old.

When the Twinplex was put on the market, the dealers stocked on the strength of the advertising, and an increasing market reckoned by the company as at least three-quarters of a million new Gillette purchasers a year.

Almost from the start its promoters began to detect a snag somewhere in the sales course. It

was traceable through returns to dealers by customers who took advantage of the thirty-day trial offer. While not exceptionally large, nevertheless these returns were sufficient to indicate that something was wrong somewhere, and responsible for a measure of dealer apathy in pushing the article further.

After investigation the company concluded that its device was not being sold by the average dealer on the proper basis. This was not entirely the dealer's fault; he is primarily interested in moving his goods. So when a man came in and asked him if the Twinplex would sharpen blades, ten to one, not realizing or considering particularly the distinction between sharpening and stropping, the dealer would say yes.

It is impossible to compute how many safety-razor users take proper care of their outfits; clean them properly and wash and wipe the blades when through using them. But often a man less than average careful of his safety razor would buy a Twinplex, take it home and then, considering that he had laid out five dollars for it, proceed to get his money's worth by digging up a supply of cast-off blades, rusted, spotted, nicked, etc. These he would strop enthusiastically with his new purchase—and then, with morning, came disillusionment. The magic shave was not forthcoming. Whereupon, remembering that thirty-day trial clause, he would take his stropper back and get his five dollars.

No dealer likes to take out of the till five dollars and hand it the other way across the counter. Therefore, when it began to appear that the stropper was being called upon to perform services quite outside of its intended purpose, the advertising was dropped, and for the past few years the company has been concentrating on showing the retailer and his salesmen just how and on what basis the stropper should be sold.

In this educational drive the effort hinged on impressing the retailer and his prospects alike

with the distinction between stropping and sharpening. To be sure, not overmuch emphasis was placed on the latter point. After all, the prospect is interested in sharpness, or he won't buy. What was done was to impress him that the stropper will keep his blades sharp indefinitely, and prolong their usefulness. In fact, he is guaranteed 100 shaves from each blade—but he is advised that it is essential to begin with the blade before it is hopeless, and preferably new, if he is going to get the utmost shaving satisfaction from it.

SALESMEN NOW KNOW HOW TO MAKE SATISFIED CUSTOMERS

This revolutionized the method of retail sales approach. A standardized selling method was worked out and repeated and repeated for the benefit of the retailer and his sales force. The company's salesmen went in behind the counter and acted it out for them again and again with real customers.

It goes, briefly, somewhat as follows. A customer comes in and asks for a package of Gillette blades. As the salesman reaches for it, he remarks casually something to this effect: "You find the average package somewhat uneven in the quality of shaves you get from the different blades, don't you? Sometimes even a new blade will pull." The prospect will usually agree, which is the cue for the salesman to show the stropper, explain the principle of the small teeth and the necessity of realigning them, even in the case of new blades. He goes into the distinction between grinding and stropping. If the prospect hesitates, the salesman will offer to take one of his blades and strop it for him, leaving it up to him if the shave he gets with it isn't one of the best he ever got out of his safety razor. The salesman also naturally goes into the character of his particular device.

It can be appreciated that, sold on this basis, the customer will not be inclined to try to work miracles with old blades, but will

take the salesman's advice and start using it on new or at least reasonably used blades. After that, it is up to the machine to make good.

Started in this way, the company has figured its machine is sold without misrepresentation as to performance, and that it will meet its guarantee. It has, therefore, been working closely with the dealer for the past few years to sell it this way.

All this careful concentration on reaching the prospect at the closest point of contact between him and the manufacturer has proved ideal preparation for the company to resume its advertising as soon as it was fairly certain that the retailer was well enough acquainted with the proposition to sell it for just what it will do.

And hardly a better time than this could have been chosen for starting in again. PRINTERS' INK published several weeks ago an account of the extreme scarcity of safety-razor blades of all makes, and the effect it is having on the advertising of safety razors. It is harder to get blades of some makes than it was to get sugar last winter. In fact, many dealers are taking the opportunity to urge customers to buy a whole outfit, particularly of the cheaper razors, because for a dollar or little more they can get both a razor and the blades that come with it. When it is a question of the alternative or no shaves, the customer is usually willing to make the compromise, for the sake of immediate convenience. Some of the manufacturers of the cheaper makes are advertising heavily just now, and dealers are having a grand housecleaning of safety-razor stocks these days.

Therefore, this company in its window drive is urging the prospect to get its stropper, with the comment that one packet of blades will last him through the war. To the man who has found difficulty in getting his blades, this hint in the window is undoubtedly worth more than a second's consideration. And with the dealer now ready to sell him on the

proper basis, the company's prospects are ripe for advertising.

The advertising copy emphasizes the functions of stropping. It displays prominently sectional views of a razor edge, stropped and unstropped, and remarks that the one-hundredth shave from a stropped blade is better than the first shave from a new but unstropped blade. And it still features the thirty-day free trial offer.

It must not be gathered that the company is back in the advertising lists solely because of the present emergency opportunity. It stopped advertising because it found that not advertising alone would keep its goods sold when they weren't sold right. Now feeling that it has largely removed the stumbling-block in the way of keeping these goods sold, it is advertising to sell them again. And this time it is using its advertising to back up the sales knowledge of its particular proposition it has disseminated among the men behind the counter, so that when prospects come in they are just that much more sold on the goods for just what they will do, and will not expect the impossible.

Bayer Company to Advertise Direct

Beginning October 1 the advertising of the Bayer Company, manufacturers of Aspirin, will be handled direct. The account was developed by the George Batten Company three or four years ago. The new policy of handling the advertising direct is in the nature of an experiment by the Bayer Company. Raymond Foster is the advertising manager. The company's advertising is to be continued in as great volume as heretofore. It will be remembered that this company was taken over by the alien property custodian.

Agency Man's Son Wounded in Action

W. H. Sutherland, vice-president of the Procter & Collier Co., Cincinnati, has received word that his son, Lieutenant Paul Sutherland, of the Royal Flying Corps, was wounded recently four times by machine-gun bullets in an air fight with German planes. None of the wounds is serious, it is believed. The engagement occurred during a bombing expedition over the German lines.

Copies Furnished for Checking

Rules Touching Advertisers and Advertising Agencies — Recent Statement of the New York Postmaster Modifies Previous Ruling — Paper Section's Chief Thinks Government Officials Should Subscribe, Too

A NOTICE relating to the mailing of second-class publications to advertising agents was sent to New York City publishers last week by Postmaster Thomas G. Patten. After explaining that the notice is supplementary to the circular of August 2 containing a ruling of the Third Postmaster General on "Restrictions on Copies of Publications Sent to Advertisers," the latter official is quoted as follows:

"With respect to copies of publications entered as second-class matter sent in proof of and on account of the insertion of an advertisement, you are advised that when an advertisement is placed by an advertising agent, a copy of the publication containing such advertisement may be sent for checking purposes at the publishers' second-class pound rates of postage to the advertising agent as well as to the advertiser, but when an agent places two or more advertisements in the same issue, only one copy of said issue can be mailed to him at the pound rates."

This is a modification of a previous ruling which provided that a copy of the issue containing the advertisement could be sent only to the advertiser.

Under the regulations recently established by the War Industries Board to reduce the consumption of paper, all free copies to advertisers except not more than one each for checking purposes are eliminated. Sending free copies for the purpose of stimulating circulation or advertising is forbidden except upon application and except to a limit of one per cent of circulation.

Advertising agents who desire to keep a full file of the publica-

tions they are using find that under the new regulation they are not entitled to free copies of those issues that do not contain advertisements of their clients. Publishers desirous of helping them out have asked if it would be permissible for them to send, upon request, the omitted copies from the one per cent of circulation allowed them as sample copies.

From information secured at the New York Post Office, it was learned that sample copies, as such, cannot be mailed under pound or second-class rates more than three times to the same address. If the publisher desires to send to agents, upon request, any of the sample copies under the one per cent of circulation limitation, he must pay postage at the rate of one cent for four ounces. Whether this course will be regarded by the War Industries Board as permissible has not been announced.

Another question that has arisen among publishers is as to whether they are allowed to furnish copies to important branch offices of advertising agencies, especially in cases where the advertisements were placed direct with the periodicals by those offices. According to the postal authorities this is not permissible, the idea being that the branch office can use for checking purposes the copy sent to the main office.

Under contracts made with advertisers for space in their periodicals, publishers have heretofore sometimes agreed to furnish several copies of their issues to them. Notwithstanding a recent postal order forbids the publisher to furnish more than one copy, a number of advertisers contend that they are entitled to the extra copies, which, of course, must be furnished at the higher rate of postage. Other publishers have offered to refund the amount represented by the unexpired portion of the contract. In reply to an inquiry on the subject made by an advertiser, Thomas E. Donnelley, chief of the Pulp and Paper Section of the War Industries



The Madoff brothers were "up against it" —

THEY were certain that in their "Tweed-O-Wool" suits and coats they had a line that ought to prove a rapid seller for any high-grade store in Philadelphia.

But the stores didn't seem to agree with them.

So the Madoff Brothers—The M. & M. Company of Scranton, Pa.—took their troubles to the PUBLIC LEDGER and requested co-operation and assistance in securing the opening wedge.

The PUBLIC LEDGER suggested that they approach Blaylock & Blynn—one of Philadelphia's highest-grade shops. They did so, and obtained a trial order for 500 coats and suits.

Tweed-O-Wool advertisements, prepared by direction of Mr. Robert Tinsman, president of the Federal Advertising Agency, began to appear in the PUBLIC LEDGER.

Within a week not one garment of the original order remained in the store!

"In spite of the fact that we placed our first order virtually at the fag-end of the season," said Mr. Orr, manager of Blaylock & Blynn, "we were compelled to order another thousand garments almost immediately, and even these did not last long. We have contracted for 3,000 coats and suits for Fall."

It is also interesting to note that, once the ice had been broken in Philadelphia, buyers from all sections of the country became anxious to stock the line they had formerly declined.

(Reprinted from the Retail Public Ledger)

Once upon a time a man



TO the ancients, all books were rare and beautiful, but the modern who gets out a booklet is trying to sell something. He wrestles with fact and argument, heading and close, illustration and border, engravings and color.

When selection of paper is his first step, his job is easier and its success more certain.

Effective planning of printing means more than choosing the right paper for the right job. It means building your whole printing program, from laying out the dummy to starting the press, upon the sure foundation of standardized paper.

A Warren Standard has been created for each established book-printing paper need. It is well

was getting out a Booklet

that you should know these standards before you plan printed matter of any kind.

In weight, thickness, tint, receptivity to engravings, performance in the pressroom, binding and folding qualities one sheet of Warren's Standard Printing Papers is as much like any other sheet of the same grade as human skill can make it. Warren Standards of manufacture, inspection, testing and proving take care of that.

To make it perfectly plain what the different Warren Standards are and to show how each fills a definite printing need the 1918 Warren Suggestion Book has been prepared.

If you knew one-tenth of the ways in which this book makes for greater security in planning printing, less trouble and less expense in executing it, you would send for a copy today. The extreme reluctance with which sales and advertising managers loan this book even for a short time, is a good index of how precious it is. Sent to buyers of printing; to printers, engravers, and their salesmen.

S. D. WARREN COMPANY
BOSTON, MASS.

"Constant Excellence of Product"



Printing Papers

Board, recently wrote as follows:

"Our rulings specifically prohibit a publisher from sending more than one copy to an advertiser, and in spite of your contract to that effect, we must insist that the publisher send only one copy to you as part of his advertising contract.

"There is no reason why you should not insist, if you so desire, upon the publisher rebating to you the amount of the unexpired subscriptions for the extra copies which are covered by his contract."

The publishers of a technical paper, a member of the Associated Business Papers, Inc., in handling the case of an advertiser who had been receiving several free copies, wrote to him as follows, after citing the ruling of the War Industries Board:

"It will therefore be impossible after September 15 to continue the free subscriptions for which your contracts with us provide. The most equitable adjustment that suggests itself to us is to refund to you the value of the unexpired term of your subscriptions, and a check for the same, as per enclosed statement, is transmitted herewith."

Since the order cutting off free copies went into effect publishers have received a number of protests from Government officials. When the Postmaster-General says there is no objection to mailing such copies under second-class rates, Mr. Donnelley contends that the Government should pay regular subscription rates for such publications as they may need in their work. He can see no reason for making an exception to the rule in favor of persons employed by the Government.

Women's Ad Club to Sell Bonds

The Chicago Women's Advertising Club has launched a campaign to sell \$40,000 worth of Liberty Bonds to its members during the Fourth Liberty Bond drive. This is just double the quota in the third drive. At that time the club sold \$20,000 worth, each member buying a bond in her own behalf and contributing toward buying a bond for the club.

"Time, Please?"

Very few telephone centrals in any part of the United States now act as "master clocks," most of them informing persons who inquire for the correct time that they are not permitted to give it.

C. S. Osgood, proprietor of "The Little Store With the Big Stock," up in Houlton, Me., has capitalized this innovation by inserting the following advertisement:

"Hello, Central!

Correct time, please?"

"Sorry, but it has become necessary to discontinue giving the time of day. Shall I connect you with

Osgood, the accommodating jeweler? He is glad to tell you the time and will teach your watch or clock to tell you, too. Try him.

Phone 253 W"

As a result of this advertisement, Mr. Osgood reports that he has had to install two additional telephones to take care of his calls and is hard put to secure enough men to handle his repair work.—"Retail Public Ledger," Philadelphia.

Miss Abrams with A. D. S.

Blanche D. Abrams, former publicity manager of Gotham Studios, Inc., New York, and earlier on the advertising staffs of Franklin Simon & Co., and R. H. Macy & Co., has been appointed assistant advertising manager of the American Druggists' Syndicate, Long Island City, and managing editor of the A. D. S. official organ, "The Voice," succeeding Marvin S. Smallheiser, who has entered the Service.

Prudential Pushes Liberty Bond Sales

Advertisements of the Liberty Loan, varying in size from full pages to 500 lines, will be printed in from two to six papers in each city where the Prudential Insurance Company has a superintendent. In addition, 25,000 field representatives will sell Liberty Bonds among the policyholders of the company.

Winne Makes a Change

Howard G. Winne has joined the service department of the Johnston Overseas Advertising Service, New York. He was formerly with the Gotham Advertising Company, of that city.

Harris Manages Truck Sales

H. F. Harris has been made general sales manager of the Republic Truck Company, Alma, Mich. He joined this company last February as industrial engineer.



RELY ON THE LABEL

IN the eighteenth century, Bristol Board, named after the English city—or *papier de Rouen*, after the French city—was made by pasting sheets of hand-made paper together, two by two, and piling them into a hand press. The boards thus made were hung in a loft and, during this slow drying process, taken down from time to time for further pressing.

In the twentieth century, the carefully prepared pulp flows through a cylinder paper machine and comes out a beautiful sheet.

DOVE MILL BRISTOL

George W. Wheelwright Paper Co.

BOSTON, MASSACHUSETTS

Will Replace Size with Color in Next Year's Catalogue

Wick Narrow Fabric Company Will Rely on Pulling Power to Offset Necessary Cut in Number of Pages

By Philip Francis Nowlan

"NEXT year, as far as we can make plans that far ahead, our catalogue will contain fewer pages, but they will all be in color. Our experience indicates that the increased use of color will balance, if not more than make up for the decrease in size."

John E. Wick, president and founder of the Wick Narrow Fabric Company—known in the trade as "Wick of Philadelphia"—so summed up to me his faith in the pulling power of color in advertising, particularly as applied to fancy hat bands for both the men's hat and the millinery trades. His faith is the result of some ten years' experience in the use of color advertising in greater or less proportion to black and white, with large appropriations and comparatively small ones, and of a business which advertised from the beginning, fifteen years ago.

The catalogue to which he referred, of course, is designed for the trade—not for the public. About twenty thousand are sent out each issue. They are "silent salesmen" in themselves, Mr. Wick informed me, not only supplementing the work of the salesmen, but actually doing the work of a large number of men who otherwise would have to be added to the present comparatively small force. The catalogue to-day is smaller than it used to be owing to conditions which all firms issuing them have had to face, and it is not entirely in color. With rising costs of paper and printing Mr. Wick expects the color concentration, with less weight, to produce bigger returns per dollar of expenditure.

There are several things to be borne in mind in considering the sales problem of the Wick

Narrow Fabric Co. In the place the product, fancy hat is by no means a necessity come with neat, pl ready on them. T fancy bands, p expenditure e hat purcha thing, th Vogue's extrem certai

Color Illustration

It will help you to make a small book take the place of a large one. A beautiful picture in full color on the cover can be printed on lighter weight paper, saving postage, yet give to your book a more attractive introduction to the reader.

The nearer your advertising literature approaches an actual demonstration of your product, the more effective it becomes as a factor in your selling force. Color will enable you to show your goods as they actually appear.

We will advise you concerning the judicious use of "Color in Advertising," with practical ideas and plans for folders, catalogs and other sales literature.

THE MUNRO

Booklets
Catalogs
Color Inserts
Post Cards
Calendars
Lithers
& Colors
40-50 PAGES
NEWK

New Sales Methods a Necessary Result of War Conditions

Advertising literature would enable the average concern to solve many of the problems of the present rapid changes.

HOW many of the stars on your service flag represent a member of your sales force in the service of our country?

You cannot easily replace these men, but you can make your advertising literature work harder for you.

Effective preparation in advance of the salesmen you have remaining will help them to carry the extra load.

Traveling expenses have largely increased, less baggage is imperative, every call must be calculated and made as productive as possible. This means that some territory will have to go uncovered by the salesman.

The use of carefully planned descriptive literature will enable you to cover regularly, and at a moderate cost, territory that might otherwise of necessity be neglected, and permit the salesman to concentrate on the high spots.

Relieve the salesman of missionary work, and prepare for future business now—there is no more successful means at hand than can be found in advertising literature; but, give to the preparation of your literature the same careful consideration you use in employing a salesman, on whose efforts much of your sales success must depend



UNROD COMPANY

Lithers
& Colors
414-415
NEWK

Hangers

Cut-outs

Counter Cards

Window Displays

Box Tops

GOOD WILL INSURANCE

No matter how severely war conditions have curtailed your output, you must keep alive the trade mark which has cost you years of effort to establish. By judicious advertising you can insure the good will which your product has created, against the inroads of inferior products and substitutes.

The American Fruit Grower reaches the most prosperous class of farm people in the world. It is the only national fruit growers journal and affords the most direct contact with the richest agricultural market.

AMERICAN FRUIT GROWER

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

AMERICAN FRUIT GROWER CO., Inc., Chicago, Ill.

Samuel Adams, Editor-Publisher.

Advertising Representative
JOHN M. BRANHAM COMPANY

Chicago
Mallers Bldg.

Detroit
Krege Bldg.

New York
Brunswick Bldg.

St. Louis
Chemical Bldg.
Atlanta
Candler Bldg.

Advertising That Produces "Untraceable" Business

How the Beaver Board Companies Have Fared Under "Essential" Regulations

HALIFAX had been shocked and wounded to the quick by the disaster in the harbor. A blizzard was raging. Half the homes in a large area of the city were torn to pieces, nerves were raw, hearts were broken and time was precious. With all these things, why was it that the relief committee in wiring out for supplies so badly needed should have put in a requisition for "300,000 feet of beaver board" instead of simply saying wallboard.

This little question uncovers a force to which the Beaver Board Companies, Buffalo, N. Y., is giving serious thought just now—what we might call the latent effect of advertising.

How important is this force? How can it be stored up against the day of need? Is it of any practical commercial value, and if so, how are its effects apparent? These are some of the questions which have presented themselves to Beaver Board executives, who, fighting clear of the psychological problems involved, have answered them in their plans for next year's advertising.

Clear analysis of certain well-defined market conditions has convinced them that advertising has the power of storing itself up and is transformed into direct sales energy by some unusual set of circumstances, just as powder might be stored, and its energy released by a chance spark.

Yes, Beaver Board is oversold, and, like other manufacturers, a great part of the product will be used directly or indirectly on Government work, but the companies are not, as some other manufacturers are doing, accepting this business as a gift from the gods. Those in the management have dug deep, analyzed, with the result that they are convinced that a lot of the so-called

"war business" which seems to drop from the sky into the manufacturer's lap is really the result of advertising—latent advertising. Beaver Board proposes to lay up more of this queer form of business energy. It may come in handy before these unsettled times are over.

VARIOUS WAYS OF CONSIDERING ADVERTISING

You have been told that advertising is a sort of nickel-in-the-slot machine, where you drop your money in the little chink at the top and business comes out of the hopper. Others have told you that "prestige stuff" is the thing that counts, that advertising is a good deal like building up a family tree and you can't accomplish much in a year or two, but the Beaver Board people are now looking upon a third phase of advertising's power, this latent force we have mentioned.

According to Leon A. Selman, advertising manager for the companies, this force is a good deal like a trusty old dog Tray, who does nothing but hang around the house and eat his meals until the night the wolf breaks in, and then he promptly comes to life and saves the day. If the wolf had never come dog Tray would never have been given credit for being more than a food consumer. In like manner if it had not been for the war and its suddenly changed conditions we would never have given much thought to this phase of advertising, which neither comes under the head of "direct return," "accumulative" or "prestige," and yet its power is just as definite and valuable as any of these three.

This is borne out by the experience of Beaver Board during the last few years of war. Mr. Selman told how, when asked what

steps his company had taken to induce the Government to buy Beaver Board by the millions of feet for army cantonments.

"There was no organized effort to 'sell' the Government on Beaver Board," he said. "In fact, the early orders for the cantonments were allotted to the various manufacturers of wallboard according to their facilities for production. The thing that has helped us particularly is a strange quality in advertising whereby an impression is created that does not bear fruit at the time it is made, but produces its results at some later time. Thousands of men have had a hand in the selection of materials for the cantonments and other Government work who probably never before in their lives were prospects for a foot of wallboard, but they had seen Beaver Board advertising to such an extent that to them wallboard was Beaver Board in spite of the fact that there are more than a score of wallboard manufacturers in the field. They were working at high pressure. There was no time to go into every detail as one might do in ordinary times, so it is quite natural that the unprejudiced contractor or engineer should specify the material by a name which he had heard most about.

The manner in which Beaver Board and other brands of wallboard found new outlets due to war conditions is of keen general interest. By all the rules there should have been a paralysis. But there has been a boom.

The lack of volume that resulted in the falling off of building operations along normal pre-war lines has been more than offset by the demand which has been caused by imperative war needs. Wallboard is being used for industrial purposes and on the farm in quantities larger than ever. The increase in labor at industrial centres has caused acute housing conditions. In some cases it has been met by rapidly erecting substantial homes for the influx of workmen and wallboard has played a leading part in the comple-

tion of many such colonies. In other sections there has been a remodeling campaign where wallboard has been used to repair old homes, build new rooms, and utilize the waste spaces such as the attics, so that there would be enough rooming and boarding facilities to house the workers.

The increased use of wallboard on the farm has been due, for one reason, to the fact that it can be used for making the necessary repairs to the home and other buildings without requiring any skilled help from town. The farmer has been receiving higher prices for his crops and in many cases has felt justified in giving his home much needed repairs, although he has not felt the need of rebuilding at this time.

WAR'S EFFECT ON THE BUSINESS

Although wallboard in normal times holds a definite place in the building material field, it may well be styled a "war-time" building material. A year and a half ago, when the Government entered upon a war programme the drafting and training of the national army was the first consideration in preparing America for war. The Government inaugurated one of the most pretentious building enterprises ever attempted. It erected sixteen separate cities, or cantonments, each one to house a population of 40,000. And they were permanent training quarters, not canvas camps.

Speed was the driving force in the building of the cantonments. Yet it was recognized that the buildings should be well built, durable, sanitary, and have a reasonable degree of comfort. That meant putting some form of inside finish on the walls and ceilings. What material could have so well served the purpose as wallboard?

Wallboard obviously was the logical material to use. It could be applied as soon as the outside construction was completed and it would make a building ready for use in just a few days. It also had the great advantage that it could be properly and quickly

applied by any workman. No skilled knowledge was necessary. It could be handled by the same men who were putting up the framework and outside construction.

The wallboard required for those sixteen huge training camps totaled more than a hundred million square feet. It was an emergency call that had to be quickly answered. But the wallboard industry was equal to the situation. The full requirements of the Government were met and the wallboard industry was able to produce the quantities required because of the large production facilities which the industry had developed on the basis of the regular demand, which had been developed before we entered the war.

On top of the Government's hundred-million-foot order, the industry has supplied more than fifty million feet for what might be called auxiliary war-time building. This additional footage has been used for administration buildings, hospitals, officers' quarters, supply stations and other buildings of that nature. Furthermore, many million feet have been furnished to the Canadian, British, French and Italian Governments to be used for similar purposes.

Wallboard, apparently, is going to become increasingly essential as the war proceeds. The same reasons that prompted its use in normal times are the reasons its use has become doubly important under present conditions. This has been true in the home, office, factory or store. It is markedly true in industrial housing. And it is just as true on the farm. If we will confine ourselves to the advantages that make the use of wallboard advisable in essential farm building improvements we will find that these advantages, which prompt its use on the farm, can be placed under three classifications; (1) Economy of Distribution, (2) Conservation of Labor, (3) Postponement of New Building.

Consider the fact that one

freight car will carry enough wallboard to cover as much superficial wall area as will five carloads of plastering materials and as much as three carloads of other wall and ceiling materials. This means a saving of two to three freight cars to be diverted to carrying munitions or other supplies of war every time a car of wallboard is used in preference to other wall and ceiling materials. Within the present year it means a total of 11,000 to 22,000 freight cars.

Its comparatively light weight and the small shipping space required by wallboard has further advantages when we take into account local deliveries. A farmer, for instance, can drive to his nearest town and pile up in one load all the wallboard required for several rooms or a whole house, where two or three trips might otherwise be needed. Again a saving of time, labor and transportation.

SAVING LABOR

There is no more vital thing in this war than the need to conserve labor. Wallboard has always saved labor. One of its principal appeals has been just this. Wallboard saves labor in two ways. It takes less time to apply and decorate and the work can be handled from start to finish by anyone who is at all handy with hammer, saw and paint brush. That means that the farmer can do the work himself or with the assistance of his regular help. And this is particularly important when we consider the scarcity of skilled labor and mechanics in the industrial field because the use of other materials inevitably would require the bringing of skilled labor to the farm to do the work.

The use of wallboard also means the conservation of farm labor and with the scarcity of farm help is almost as important as the saving of skilled labor for industrial work. Wallboard can be applied in any weather or season. As farm work is often held up by storms and unfavor-

able weather, the wallboard work can be done on these off days without in any way handicapping the more important work in the fields.

Recognizing that only essential building should be permitted at this crucial period in the prosecution of the world war, the leading manufacturers in the wallboard industry have individually and collectively pledged the Government that their product will be sold only where it is to be put to essential work, as that term is construed by the Government. Not only have they given that pledge themselves, but to make certain that the spirit of the present attitude on building and re-building may be clearly understood by everyone who may come in contact with their product, they are requiring a similar pledge from their jobbers and dealers. And they are now making plain to their dealers through their salesmen, their advertisements in trade publications and direct mail campaigns that it is the dealer's duty to make certain that all the material he sells will be used purely for essential purposes. To do this, it is, of course, necessary that the dealer should understand just what constitutes essential work. This distinction is being made plain to him and he is also being shown how to tell his customers where they can help the Government by the right kind of alterations and improvements and where such work is prohibited.

Purchasing Agents Hold Convention

The National Association of Purchasing Agents held their convention in Detroit, September 23-25. For the convention city in 1919 the association elected Philadelphia.

The convention elected these officers: President, D. D. Ranken, E. I. du Pont de Nemours Company, Wilmington, Del.; first vice-president, F. J. Solon, Owen Bottle Machine Company, Toledo, O.; second vice-president, J. A. Whaling, Solvay Process Company, Syracuse, N. Y.; third vice-president, V. W. Bergenthal, Wagner Electric Manufacturing Company, St. Louis; treasurer, John C. Dinsmore, University of Chicago; secretary, L. F. Boffey, New York.

When an Advertising Man Is Also a Business Man

CHICAGO, Sept. 3, 1918.

Editor of PRINTERS' INK:

Please change my address on your records from 5007 Blackstone avenue, Chicago, Ill., to 5110 Woodlawn avenue, Chicago, Ill. The new address will be in effect after the 15th of September.

I thank you to give this matter your careful attention, as I would not like to miss any of the issues of PRINTERS' INK at this time. They contain so much of importance not only to the advertising man but the business man in general, that I would feel like I had slipped back a notch or two if just one copy should go astray.

J. F. STROUSE.

IN these days, an advertising journal which discussed the mere writing and placing of advertisements would indeed be a curiosity. An advertising man must first of all be a business man. It is not enough that he should know type faces and carry the rates of the leading newspapers in his head. If that is about the limit of his knowledge and experience, he is not an advertising man at all—only a clerk.

Many advertisers in selecting advertising counsel look up the applicant in Bradstreet's or the credit agencies. If a man has not made a success of his own personal business, is it likely that he will be able to help anyone else to succeed?

So PRINTERS' INK, as our correspondent points out, devotes considerable space to matters which in the old days were not supposed to be within the province of advertising. We do not deserve any particular credit for that. An advertising man, to be worthy of the name, must be a well-rounded business man; and an advertising journal, to be worthy of the name, must get together the kind of information which a man of affairs can put to profitable use in his business.—[Ed. PRINTERS' INK.]

Ruthrauff & Ryan's Chicago Office

Ruthrauff & Ryan, Inc., an advertising agency of New York, is opening a Chicago office this week.



***Give as
They
Live***

Eighteen Million Americans subscribed to the Third Liberty Loan. Only twenty-two thousand subscribed amounts of ten thousand dollars and up. It was the vast aggregate of nation-wide subscriptions that made the loan a success.

The vast aggregate of small food denials fed our Allies. The vast aggregate of Little Gardens helped Hoover to keep his word. American prosperity, like American patriotism, is nation-wide. Democracy and purchasing capacity go hand in hand.

Readers of THE PEOPLE'S HOME JOURNAL will be prompt in subscribing to the Fourth Liberty Loan as they were prompt in subscribing to the Third. They represent the aggregate spirit of our country as they represent its aggregate wealth and stability.

The People's Home Journal
NEW YORK

For 33 Years the Magazine for Every Member of the Family

America in France

Recent developments in the international situation have convinced us that now is the time to begin the publication of a regular monthly export paper in French.

This Organ of Franco-American Commercial Relations will appear on the first of November and of each month thereafter under the title **L'AMÉRIQUE**, a name which is now on the lips of every French-speaking person throughout the world.

L'AMÉRIQUE will be edited by Marcel Hüe de la Colombe, who was born in Paris, graduated from Paris University, and, after a wide commercial experience in France, England, Italy, Belgium, Greece and Egypt, came to this country to engage in the export business, specializing in transactions with French-speaking countries.

L'AMÉRIQUE will be a worthy representative of Industrial America in the markets of France, Italy, Belgium, Switzerland, Greece and other Balkan countries, Egypt, Morocco, Algeria, Tunis, Tripoli, Madagascar, Indo-China and other French, Belgian and Italian colonies.

L'AMÉRIQUE will have a circulation of 10,000 copies a month which combined with the 15,000 monthly for Export American Industries, our English edition, and the 25,000 monthly for *América*, our Spanish edition, gives a grand total of 50,000 copies, *the largest monthly circulation of any export publication in the world*. Our rate per page per thousand of circulation is the lowest in our field. All our circulation figures are guaranteed by sworn statements and by our membership in the Audit Bureau of Circulations.

American manufacturers are thus offered an opportunity. No other nation is now in higher favor with all French-speaking peoples.

American goods and American ideas are winning in French-speaking markets, but we must support them. To do so will be immediately profitable, for right now there are valuable connections and profitable orders awaiting American manufacturers in the countries where **L'AMÉRIQUE** will circulate.

EXPORT AMERICAN INDUSTRIES

Official International Organ of the National Association of Manufacturers

30 Church Street, New York City

Member of the Audit Bureau of Circulations

Personal Service

Many manufacturers hesitate to enter upon a campaign for foreign trade because, in spite of their familiarity with the numerous helpful facilities which exist, they are unable to formulate a selling policy adapted to their line and in harmony with the principles on which their domestic distribution is based.

For the benefit of those who are in this position, we have added to our staff a foreign sales adviser in the person of Mr. Ray VanTuyl Warman, whose fourteen years of successful work have familiarized him with all aspects of overseas distribution.

One evidence of Mr. Warman's ability to build up foreign demand may be cited. He started an export campaign for a line of marine engines at the time the factory began to build for the home market. His work by mail alone (in spite of the skepticism of the maker as to what could be done in this way) soon outstripped the domestic sales department and took more than 70 per cent of the output.

Mr. Warman's experience in selling by mail was later supplemented by trips to various foreign markets. In 1915 he secured on the ground, from the Russian Government, the largest order for marine engines ever placed up to that time—an order which kept two large factories running overtime for months.

The services of this expert in foreign distribution are at the disposal of American manufacturers. His work for them will be backed by highly organized facilities for securing credit information, translating correspondence, compiling lists of buyers and obtaining any required special information. All the resources of the Foreign Department of the National Association of Manufacturers are also at his disposal.

Will you give Mr. Warman an opportunity to show you how to do business abroad along lines that will appeal to you as practical in the light of your own experience?

EXPORT AMERICAN INDUSTRIES

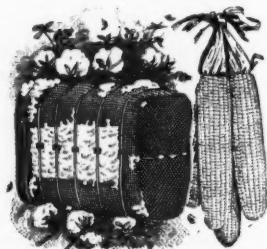
Official International Organ of the National Association of Manufacturers

30 Church Street, New York City

Member of the Audit Bureau of Circulations

Cotton and Corn in Alabama

Six crops and surplus hogs bring more than \$500,000,000 to Alabama this year



BIRMINGHAM is an industrial city, in the centre of immense coal, iron and limestone deposits, the only place in the world where these three ingredients for the manufacture of iron and steel are mined within a stone's throw of each other.

It is also, by reason of its geographical location and importance as a railroad and population centre, the chief market of the state.

BIRMINGHAM's banks are among the largest in the South with millions of capital and deposits, having connections and customers in every city, town and county in the State. The Federal Reserve Branch Bank, located here, with \$3,000,000 cash capital, emphasizes the importance of this city as a financial centre.

BIRMINGHAM is a great wholesale market, having several of the largest hardware houses in the South, great wholesale grocery, produce, building material, and other large distributors, warrant warehouses, packing plants. More than three hundred separate articles are manufactured in BIRMINGHAM and distributed throughout the State, nation and throughout the world.

These factors give BIRMINGHAM dominance in the markets of the State. Every activity in any part of Alabama is reflected through one or more of these channels in the business life of BIRMINGHAM, and though not in the centre of the agricultural section, BIRMINGHAM is the clearing-house for all the products of the farms of Alabama.

Six crops and surplus hogs will bring more than one-half billion (\$500,000,000) dollars to Alabama this year, on the probable Government fixed prices as follows:

Cotton and Seed, 800,000 bales	\$160,000,000	Velvet Beans	25,000,000
Corn 77,000,000 bu.	115,500,000	Cowpeas	20,000,000
Sweet Potatoes, 16,000,000 bu.	32,000,000	Molasses, 39,000,000 gals.	19,500,000
Peanuts, 22,000,000 bu.	33,000,000		
Hay, 1,600,000 tons	49,300,000		
Hogs, 1,814,000	72,560,000		

A total of \$527,360,000

To reach the prosperous people of BIRMINGHAM and of Alabama, advertisers must use THE LEDGER, the great dominant paper of the state, which has led the political forces for years and carried through in BIRMINGHAM and the state all the principal policies which it has advocated.

THE LEDGER is more than a newspaper—it is an INSTITUTION in the homes of its readers.

For detailed statement of circulation, showing distribution by cities, towns and counties, write direct to THE LEDGER or our representatives.

"In Birmingham nearly everybody reads THE LEDGER."

THE LEDGER has more than 41,000 subscribers, more than 22,000 city, more than 33,000 city and suburban.

THE BIRMINGHAM LEDGER CO.

BIRMINGHAM, ALABAMA

James J. Smith, Publisher

THE JOHN BUDD COMPANY

Advertising Representatives

Burrell Bldg., New York

Tribune Bldg., Chicago;

Chemical Bldg.

St. Louis

Save Paper and Serve Uncle Sam

WALES ADVERTISING CO.

NEW YORK, Sept. 24, 1918.

Editor of PRINTERS' INK:

In line with the Government's request to economize on paper, we wish to pass along the following:

In our office we save all paper—old correspondence, circulars, letters—which is blank on one side and can be written on with pencil and pen.

This is all cut to one size, $5\frac{1}{4} \times 8\frac{1}{4}$ (half of $8\frac{1}{2} \times 11$ letterhead), and made into pads. For office correspondence we print the following information at the top to save time in writing:

Whom memorandum is for, date written, date reply is due, other people—if any—who are to see the memo, and subject. The reply is written on the same sheet wherever possible.

Similar methods of saving paper are in use in many offices. At this time, however, every office in the country should save the usable paper that ordinarily goes into the waste-basket.

Why can't publishers send proofs on the backs of sheets spoiled in printing or used for make-ready?

WALES ADVERTISING CO.,

PET P. A. CUTLER.

THIS is a good suggestion. We print it, as we have printed so much heretofore on paper conservation, because many people fail to realize their individual responsibility in furthering the purposes of the war. Something must be done to wake them up. The publishers have received their orders from the War Industries Board. The individual manufacturer, the advertising agent, the advertising manager ought not to wait for an order. He ought to get busy now—this minute.

The thoughtless waste of paper as PRINTERS' INK sees it every day is appalling. Just one instance out of thousands: In the same mail with the above letter there comes to our editorial desk from a well-known advertising agent, an expensive booklet, forty-eight pages and cover. The margins are enormous. Only a few words are printed on a page. The text is of the slimmest imaginable variety and would not justify itself as good advertising even in peace times.

Don't the people who are wasting paper like this realize we are at war? The force of public

opinion is likely soon to enlighten them.

Is the saving of paper necessary as a war measure? Yes, because it will save fuel, transportation and labor. Also, because the raw material is needed in war industries, such as certain chemicals in the manufacture of gas for the army, etc.

PRINTERS' INK would like to keep this subject alive in its columns. We reach probably more large consumers of paper than any other periodical and therefore we have a direct responsibility in the matter. We want to hear from manufacturers and advertising men who have already worked out ways of conserving paper—of making a thirty-two-page catalogue serve the purpose of sixty-four pages, of condensing a sixteen-page booklet into a letter-sheet, of cutting out useless office forms, of discontinuing the practice of asking for twenty-five proofs where one proof would answer every purpose.

In the person of Thomas E. Donnelley, we have on the War Industries Board, at the head of its Pulp and Paper Section, a thoroughly practical man. He has given up his own important business in Chicago to go down to Washington and straighten this matter out for Uncle Sam. The least we can do who still occupy comfortable home quarters is to uphold his hands, to save in our own businesses and to let the persistent wasters know what we think of them.

Mr. Donnelley says: "Certain practices which under normal conditions might be justifiable are under war conditions considered wasteful and unbusinesslike." More than that, they are unpatriotic.—[Ed. PRINTERS' INK.]

New Members of the Associated Business Papers

The following publications have been admitted to membership in the Associated Business Papers, Inc.: *Power Boating*, *The Foundry*, *Daily Iron Trade & Market Report*, *The Marine Review* and *The Iron Trade Review*—all issued by the Penton Publishing Co. of Cleveland, O.

The Use of a Second Color in Advertising

When the Added Expense Is Justified

By a Commercial Art Manager

IT is told of a tire manufacturer that he added a distinctive tint to his product for no greater reason than that he wanted to take advantage of a tempting twelve-time insertion schedule involving two-color display. The second plate was employed to lend emphasis to the trade-mark color in his tire.

It turned out a strategic success, however, for the trade took to that *de luxe* tire. Dealers frankly admitted that the color made sales.

Here was a case where the use of a color plate was quite justifiable. To go into two-color work for the mere sake of using color, however, is not as advantageous as it might seem.

It is growing more and more difficult to produce satisfactory two-color results, due, of course, to fast printing, inks and the fluctuations of paper stock quality. When the war is over and things go back to normal, the engraver and the pressman are destined to revolutionize two-color art. They are interested in its possibilities and can see a remarkably productive field for the advertiser.

But it almost goes without saying that best values are secured when there is a sound business reason for the use of that second plate. Graton & Knight, let us say, are repaid for the added expense, because when a rich brown is employed on all showings of belts, which they manufacture, the color and "feeling" of leather is secured and the eye is directed to those belts with unerring accuracy and directness. But of this direct and logical application, more later on. It may be of interest to some to know how these two-color jobs should or can be handled from the art standpoint alone.

The mistake is often made that

because a design is to be rendered in two colors, it must be drawn or painted so. As a matter of fact, any engraver will tell you that he would much prefer a plain black and white original. If a figure composition is the basis of the display, with scenic investiture and much detail, and color is to be diffused throughout, the rule still holds good. All originals should be, by choice, in black and white, with a color guide for the engraver. This being the economical course.

Some artists are possessed to make handsome drawings in the two colors of the finished product. It means negative separating and gray hairs in some engraving plant. It can be accomplished and quite often is, but the extra effort remains nevertheless. Leyendecker's splendid paintings for the *Saturday Evening Post* covers are done in black and orange, identical with the final effect. But both Leyendeckers are master craftsmen and having worked in commercial houses, know just how to distribute that second color.

A GUIDE TO COLOR REPRODUCTION

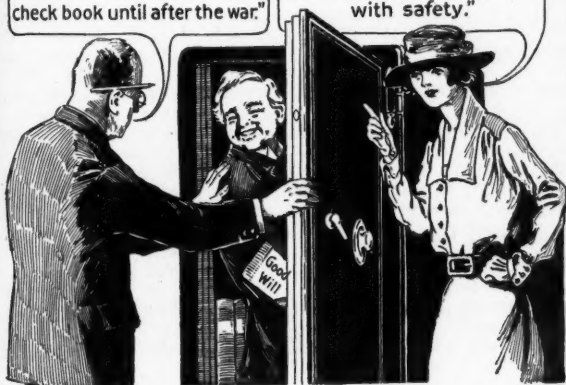
Pure orange, as you may know, reproduces almost jet black. This is also true of green. But blue does not reproduce at all, and if you photographed the original, would scarcely show. Yellow is another very treacherous color. Red reproduces black. The various tints and modifications of red, green, orange and brown all reproduce in degrees of baffling strength that are out of key with their surroundings. To illustrate: If, in a black and white original, a tone of orange is washed over the faces to give a "flesh tint" the orange will come out entirely too strong and the faces will be inordinately dark.

The Ad-ventures of Mr. Sold-up

No. 1

"Having more orders than I
can fill, I have decided to put
Good-Will in the safe with my
check book until after the war."

Car-O-Line warns: "Good-Will
is not something that can
be put away in camphor
with safety."



We have something interesting to
say to any sold-up advertiser about
keeping his trade mark and Good-
Will alive in the Essential Medium.

New York City Car Advertising Co.

225 Fifth Avenue

Telephone Madison Square 4680

JESSE WINEBURN, President

Study the Cards—We Have a Standard for Standard Products

*If you happen to have more goods than orders, we can
also help you with our trade-aid. Write for details*

Booklet, "Road to Success" and graphic map of
New York (12x36 inches) mailed on request.

With a color guide, however, the engraver will secure the desired strength. It must not be assumed that there is no such thing as entirely successful plate-making from originals painted in two colors. Process plates reproduce the copy exactly and with no mechanical difficulties, but for the general run of two-color designs, simple in conception and lay-out, the other process is desirable.

There are two ways of presenting the subject to the client and the engraver. One method is to cover the drawing with transparent tissue and paint thereon the color guide. A still better plan is to have a photograph "Velox" made on rough stock the size of reproduction and then hand tint this print. The latter expedient permits of changes in the distribution of color, if this becomes necessary, through criticism of the client or the inevitable "after thought." When the original is actually painted in color, changes are far more serious.

TOO MUCH OF SECOND COLOR IS UNDESIRABLE

There is a danger of using the second color too freely. Satisfactory results rarely follow the scattering of it over every square inch of the total space. It is sometimes advisable to run the second color merely to secure one vivid touch in the composition. This, of course, is particularly desirable when the tint has a trade-mark meaning—the red tread of a tire, the brown of belting, or the distinctive yellow of a patented automobile headlight glass.

In such cases, confining the color to the one object is much better than to yield to temptation and put a scattered fire of tones and tints, whether there is a logical excuse for them or not. Advertisers, who do not stop to reason it out, are very apt to say: "If I am going to the expense of a second color, why not put a lot of it in?" All of which is bad artistic and sales reasoning.

When there is doubt as to the success of final reproduction in heavy figure compositions, a color

tint block is a safety measure. This means that a light tone runs entirely over or under the black plate, enriching, deepening and softening it and giving a subtle finish that is most pleasing. Shades of brown are employed in this way, and tend to give an "etching effect." Sometimes it is advisable to "cut out" a pure white in this tint block, that a poster effect may be secured or in order to emphasize some one part of the picture. It is a mere matter of tooling on the metal tint block plate, with close attention to register. In sending directions to the engraver for this purpose, it is easiest to ask for a full-color proof; that is, a complete proof of tint block and black plate, and to designate upon this proof in water-color white those portions where tooling is demanded.

There are marked limitations to two-color display, and its employment should be attended by the most careful planning. There is nothing uglier and more inartistic than the indiscriminate use of that second plate.

One popular and adequate measure is to run one large object—an automobile, or a heating device or any massive mechanism—in the black and eliminate the black plate entirely everywhere else. The Hudson Motor Car Company has resorted to this plan with gratifying results. An attractive run-about landau, drawn exquisitely, in pen and ink, appears well to the front, resting upon an olive green decorative base, while a triangular form in the upper left carries the human interest panorama, also in the color. Two distinct mediums are therefore fused, one absolutely distinct from the other. This result is obtained by the use of line plates only and is quite economical.

The manufacturers of United States Tires have settled upon a ribbon, with alternate blue and white stripes, as a trade insignia. It was readily appreciated, therefore, why this advertising can go into a second color to marked advantage: The peculiar shade of

(Continued on page 73)

Practical and Patriotic

"Several years ago Today's Housewife declared itself for better home-making, knowing that millions of women in this country were no longer satisfied with the idea that things were good enough because 'mother did it that way.'

"The coming of the war found this magazine an established authority along the lines in which women most needed help, namely, in the practical problems of home-making. The closing of the world-war will find them no less in need of aid, for the reconstruction period, which will last two years at least, will be difficult in many ways and women will be little inclined to turn to the path of least resistance after their ordeal by fire, as it were.

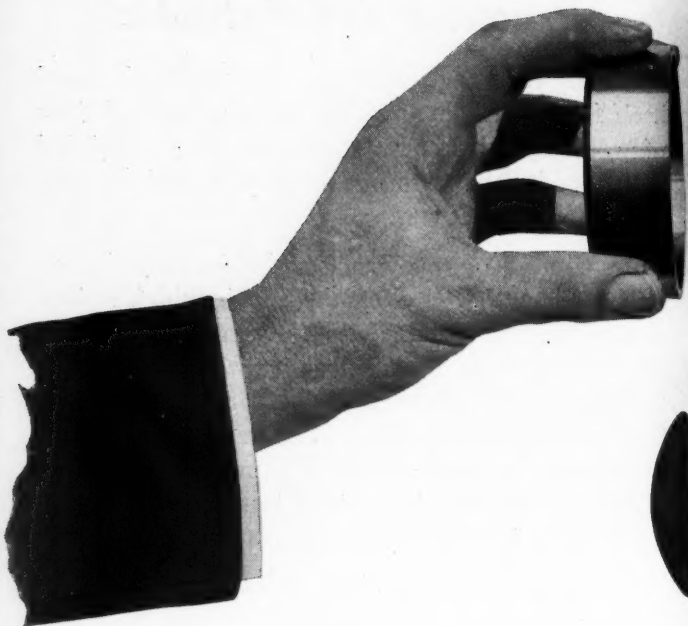
"During the past year, 44% of our editorial space has been devoted to material of a '*practical and patriotic*' nature. I think no magazine can show a larger percentage than this. Today's Housewife is behind the government to win the war, and anything that is asked of us or that we can anticipate, will be done as well as we know how.

"While we are identifying Today's Housewife as a practical magazine, we are not neglecting human needs of a woman's life, nor her natural longing for wholesome entertainment. We maintain a high standard in fiction, both as to interest and literary quality."

SARAH FIELD SPLINT

Editor

TODAY'S HOUSEWIFE



Complete List of Advertisers

- | | |
|---|--|
| The Aluminum Castings Company,
"Lynite" and "Lynux" Castings. | The Craig Tractor
Farm Tractors |
| The American Multigraph Sales Company,
The "Multigraph." | The Glidden Company
Varnishes and Finishes |
| The Austin Company,
Standard and Special Factory-Buildings. | Ivanhoe-Regent
"Regent" and "Ivanhoe" Cars |
| The Beaver Board Companies,
"Beaver Board." | The Joseph and Regent
"Clothcraft" and "Ivanhoe" Clothing |
| The Beaver Manufacturing Company,
Beaver Kerosene Tractor Engines. | Landon School of
Correspondence |
| Borton & Borton,
Investment Securities. | National Lamp
Mazda Lamps |
| The Bourne-Fuller Company,
Iron and Steel Jobbers. | R. D. Nuttall
Tractor Gear |
| Burroughs Adding Machine Company,
Figuring and Bookkeeping Machines. | The Peck, Stow
Mechanics and Machine |
| The Central Brass Manufacturing Company,
"Quick-pressure" Faucets. | Pittsburgh Gas
"Gainady" and "Silver Style" |
| The Cleveland and Buffalo Transit Company,
Lake Steamship Lines. | The M. T. Silver
"Silver Style" |
| The Cleveland Osborn Mfg. Company,
Moulding Machines and Foundry Supplies. | |
| The Cleveland Provision Company,
Wholesale Meats. | |

Fuller & S



Advertised by Fuller & Smith:

Craig Tractor
Farm Tractor
Glidden Com
Varnishes and
Finishes
Hoe-Regent
"Regent" Ware;
"Ivanhoe"
Joseph and F
"Clothcraft"
Clothing
ton School of
Corresponden
onal Lamp W
Mazda Lamp
Nuttall Com
Tractor Gen
Peck, Stow
Mechanics'
and Machin
burgh Gage
"Gainsday"
"Gainsday"
M. T. Silver
"Silver Style"
and Coats.

Hotels Statler Company, Inc.,
Hotels in Buffalo, Cleveland, Detroit and
St. Louis.
J. Stevens Arms Company,
Firearms.
John R. Thompson Company,
Restaurants in 38 cities in the United
States and Canada.
The Timken-Detroit Axle Company,
Front and Rear Axles for Motor Vehicles.
The Timken Roller Bearing Company,
Roller Bearings.
University School,
College Preparatory School.
The Upon Nut Company,
Manufacturers of Iron and Steel Products.
Westinghouse Electric and Manufacturing Co.,
Central Station, Railway and Power Plant
Equipment, Motors, Fans, Heating De-
vices, Automobile Starting, Lighting
and Ignition Equipment.
Willard Storage Battery Company,
Storage Batteries.

Smith Advertising Cleveland



"It Reaches New York's Telephone Army"

The New York City Telephone Directory offers *you* 2,500,000 chances every day to direct trade to your place of business.

It is a leading business guide used by thousands of telephone shoppers throughout the greater city, who are financially able to buy any product that can be advertised.

If your product will interest these buyers, advertising in the New York City Telephone Directory should interest you.

For particulars, call, write or telephone our nearest commercial office.

NEW YORK TELEPHONE CO
Directory Advertising Department
15 DEY STREET :: NEW YORK
Telephone - CORTLANDT - 12000.

penetrating blue reproduces the ribbon exactly as it is known to the trade, and lighter gradations of it come in well for sky effects, bodies of sport models, dresses, etc. Veedol, a product of the Tide Water Oil Company, certainly has a valid excuse for color. Its containers are all in shades of black and very brilliant orange. These colors have trademark significance. The company is anxious for motorists to grow accustomed to the black and orange cans, signs and branch stations. Orange is known as a "broad utility" second color, in any event. It seems to be universally dependable. A wash of it supplies a flesh tint, and a Ben Day under or over black produces an attractive brown.

EXAMPLES FROM SOME ADVERTISERS' COPY

Welch Grape Juice advertising has been brightened by the use of the second color. As their display consists for the most part, of large character-study heads, drinking the beverage, and an equally prominent showing of the bottle, the color problem is simplified. Red or deep orange are characteristic of many striking pages. The combination of red and black has been so shrewdly handled as to rather ingeniously duplicate the actual color of the grape juice. A blending of the tones in faces, due to splendid plate-making, gives skin texture of a most satisfactory kind.

The Goodyear company, in some of its publicity for the belting and packing department, wished to reproduce certain exclusive blue-prints of centrifugal drives. These prints were actually run in blue-print blue, thereby establishing their authenticity and drafting-room character beyond the question of a doubt.

As an example of color daring, the G. M. C. truck publicity goes in for a second plate, although the tint is used only in a total space of less than an inch square, as a background for the oval trademark. But that one spot of color brightens and gives tone to the

entire page and "warms up" the black and white halftone.

Libby, McNeill & Libby have accomplished progressive feats in two-color designing, in each case being careful to provide a sound business excuse for the color. A painting was made of a dainty serving dish, heaped high with lush dill pickles of the old school. And as exactly the right shade of green was selected, the pickles were life-like to a degree and tempted one's appetite at first glance. Thus the second color became a working part of the purpose of that particular piece of advertising.

Sunkist orange and lemon campaigns have been indicative of the shrewd employment of two-color plates. Orange and black make the pages fairly dance with the sunshine and warmth of California groves. Never before have oranges been so glorified, and it is admitted that this advertising has done much to popularize the fruit in a very broad, national manner.

Manufacturers of food products have naturally welcomed the new color field, since it does permit of tempting the palate and doing justice to their lines. Popular beverages are made to glisten in the glass as natural as may be.

The account exploiting distinctive roofing material is happy over the color turn affairs have taken, for with every other portion of the display subdued and in grays or blacks, the roofing "stands out like a house afire" almost literally. The Barrett Company has taken full advantage of the second color. Its Everlastic Multi-Shingles are a dull red, and the extra plate is run to emphasize them on homes, farm structures and factories.

New blood has been injected into a meat packing account, as it were, for Swift & Company's advertising has recently raised to entirely innovational and artistic standards. In page space, a light tint of the black plate was used as a frame for a sepia rendering of a garden luncheon scene. This soft, brown canvas became rarely delicate in its appeal to the eye

and the second color was introduced with no attendant printing risks. Prince Albert smoking tobacco has gloried in the second color, for its container is a very bright vermilion, and by confining the red to the can and the can only, concentration of a remarkable kind has been obtained. Even the staid and conservative Eastman Kodak Company has acquiesced to the new order and is using shadows of soft color tones in conjunction with actual photographs in order to give them a more life-like appearance.

Nor is it always necessary to select black as the key plate. Very dark greens, blues and browns are practical for the purpose, even to printing of text. Certain rules of harmony should be observed, however.

Dark brown goes well with orange or red.

Key plate green with yellow is pleasing.

Blue and yellow harmonize.

WHAT A 'CLEVER' PLATEMAKER CAN DO

A clever plate-maker, either with process plates or through the use of Ben Day tints, can secure the approximate equivalent of three-color printing. This is done by overlapping and over-printing colors. Yellow over black gives a suggestion of green. Blue and orange will produce shades of green. Purple and graceful mauves are but a blending of carmine and blue in the correct proportion.

Engraving plants, as a rule, have one expert at least who is an artist at heart and whose business it is to understand every problem of two-color printing and plate-making. It is an error not to secure his personal collaboration. More than likely he will think of things and have suggestions to make that did not occur to you or to the artist. He senses the possibilities of an original. He understands what can be done, what should not be done. He sees the job with an unbiased, fresh eye. Seldom is it best to arbitrarily order plates from a color

sketch, permitting him no leeway. Ask him into consultation, win his friendship, encourage his interest in your problem.

The significant fact, in relation to two-color work, is to first have a definite, well-defined reason for that extra plate. It should shoulder its share of the expense. It should assist in delivering an important message. Not color for the sake of using color, but color for sale's sake, should be the incentive.

N. E. Advertising Agents Elect Officers

The New England Council of the American Association of Advertising Agencies held its annual meeting in Boston, September 24. P. F. O'Keefe, of the O'Keefe Advertising Agency, was elected chairman; John J. Morgan, of the J. J. Morgan Advertising Agency, vice-chairman; and Harold Barber, of the J. W. Barber Agency, secretary.

The New England Council now consists of the following Boston merchandising and advertising organizations: Amsterdam Agency, Inc.; Horace A. Ayres & Co.; J. W. Barber Advertising Agency; George Batten Company, Inc.; A. W. Ellis Company; H. D. Humphrey Company; John J. Morgan Advertising Agency, Inc.; P. F. O'Keefe Advertising Agency; Franklin P. Shumway & Co.; Walter B. Snow and staff; J. Walter Thompson Company, and Walton Advertising & Printing Company.

Getting Retailers in Line for Christmas Selling

Retail dry goods and department stores of the United States—numbering close to 40,000, it is estimated,—will be told of the rules of the Council of National Defense regulating the sale of Christmas gifts by a committee of the Chamber of Commerce of the United States. It is realized that it is going to be a considerable task to make the ruling plain to all these merchants, so that they will co-operate in the programme that has been formulated. News columns of daily papers will tell many of the merchants what is expected of them. The Retail Dry-goods Association is acquainting its membership with the situation. Business papers are helping. The national Chamber of Commerce, through its newly organized War Service Executive Committee, is expected to gather up the loose ends and thus enable the retailers to present a united front on this subject.

Ralph J. Handy has been appointed sales manager of the Lauton Truck Company, Youngstown, O. He was formerly with the Tonford Truck Company, Detroit.

SOIL CONSERVATION

Next in importance to the production of big crops now is the conservation of the soil for the future.

Run down farms are a crime against the human race, for which there is no excuse except ignorance of profitable methods of soil conservation.

The Editorial Department of Successful Farming is continuously presenting to more than 800,000 farmers the results of practical and profitable experience in saving and rebuilding soil.

Preaching about the sin of soil waste does not get any place with a farmer unless you can show him that he can conserve his soil and improve his farm, and at the same time make more money than by wasteful methods.

Therefore, our advice is backed by evidence that is practical and profitable. Its effect is to influence these 800,000 farmers to use farming methods that will insure continuous profitable crops year after year; thus stabilizing his own investment while he is protecting our future food supply.

Successful Farming



E. T. MEREDITH, Publisher, Des Moines, Iowa
Member A. B. C.

T. W. LeQUATTE F. J. WRIGHT C. M. BEER C. A. BAUMGART
Advertising Manager Promotion Bureau Merchandising & Sales Retail Service

Chicago

J. C. Billingslea, Advertising Bldg.

New York

A. H. Billingslea, 1 Madison Ave.

Kansas City

O. G. Davies, Victor Bldg.

St. Louis

A. D. McKinney, Post Dispatch Bldg.

Minneapolis

R. B. Ring, Palace Bldg.

SERVICE!

Advertising Service—as conceived by the Saward-Baker Agency—is not comprised by the mere preparation and execution of a Publicity Campaign.

Before the concrete campaign is so much as seriously thought about the Saward-Baker Service is working in its client's behalf, enquiring into possible difficulties ahead, bringing to bear on the proposition such initiative and reasoning as to overcome trade obstacles—packing, transport, distribution, Government permits, and in some cases even raw material—and so make clear a road for progress and expansion.

This foundation securely laid, it is but natural that the subsequent Publicity Campaign is more than ordinarily successful. This at least is the experience of the Proprietors of Glaxo, of Colleen Soap and Toilet Preparations, of Ovaltine, of Yorkshire Relish and the many other nationally-valued propositions, for the advertising of which the Saward-Baker Agency is solely responsible.

If, therefore, as a manufacturer of high-class goods in large quantities, you contemplate an entry into the British market or an expansion of your British trade, and would care to know something of the possibilities of your own particular lines, why not get into touch with Saward-Baker now—even if on y to perfect your plans for a post-war campaign?

Saward · Baker · & · Co.

ADVERTISING SERVICE
PRINTING & SALES AGENCY

Head Office: Chancery Lane
London, W.C.2 ENGLAND

Distribution of the Nation's Autos

"BY the opening of 1919 there should be 6,300,000 automobiles, passenger and commercial, officially listed in the United States, representing a valuation of not less than \$5,000,000,000." This is the statement of the Boston *News Bureau*, which has been making a canvass of automobile registrations in every State in the Union. Compared with the registration on January 1, 1917 and 1918, these figures represent an increase of 76 per cent and 24 per cent, respectively. It is interesting to note the differences in per capita ownership of automobiles in various parts of the country. The *News Bureau* says:

"A wide disparity exists in the per capita ownership throughout the various States. Every seven persons in Nebraska owns a car. In Iowa the ratio is 7.6, in California 7.8, in Kansas 8.6, and others in the farming regions show less ratios. Measured by the population of a year ago there is an automobile for every 24 persons in Massachusetts and one for every 21 in New York.

"In the South the motor 'consumption' shows a much lower development than in the more populous sections, there being as high as 40 to 46 persons per car in certain Southern States. But the region below the Mason and Dixon line has been a paradise for the automobile salesmen during the last three or four years, a natural result of abundant harvests and the 400 per cent rise in cotton from the 1914 war depressed price of 7½ cents per pound to the late crest of 34½ cents.

"Before the war the automobile was relatively almost a curiosity 'down South,' with barely 235,000 cars in fourteen States. The 1918 registration there will approximate 1,018,012 cars, with Georgia recording an individual gain of more than 1000 per cent to 100,000 cars.

"The Middle West will support 2,051,000 cars this year, or nearly

one-third of the total United States registration. The West has more than doubled its motor ownership since 1916. The motor has supplanted the horse on the farm. It is estimated that farmers alone own over 2,000,000 automobiles. In one section of Illinois 73 per cent of the farmers declared that the motor car was a necessary part of their farm equipment, 23 per cent said it was used for both business and pleasure purposes, and the scant 2 per cent remaining declared that the car was purely a pleasure vehicle.

"In New England the growth since 1916 has been but 50 per cent.

"The country's registration of motor trucks on December 31 next will probably reach 500,000. Next year, of course, the truck will gain on passenger cars since passenger car production will be severely curtailed. Long trains of motor trucks trekking along our State highways to some Atlantic port testify to the important part played by the commercial motor in waging the war."

Movies Enlist in Drive to Collect Fruit Pits

The National Association of the Motion Picture Industry is going to start a fruitpit and nutshell-saving campaign in motion-picture trade papers, to help provide material for manufacture of charcoal for army gas masks.

N. O. Eltonhead, of the association, reports that motion-picture theatre owners in the Middle West have been giving "peach stone matinees" that have resulted in the collection of such material. One house in Indiana obtained four barrels of peach stones at one afternoon performance.

Will Limit Bicycle Models

The War Industries Board announced last week a cut in the manufacture of bicycles and accessories. Men's bicycles are to be made hereafter only in 20 and 22-inch frames and women's models only in 20-inch frames. The manufactures of racing and juvenile models, steel guards, tool boxes, metal stands and metal tanks is discontinued entirely.

Hill Bernstein, formerly in charge of film and amusement advertising for the Chicago Daily News, has resigned to join the publicity staff of the United Picture Theatres of America, Chicago.

FINANCING T

For the Fiscal Year Ending June 30, 1919. Estimated Average Share of.

GOVERNMENT WAR EXPENSES			
Column I Family Income Group	II Average Percentage Contributable by Each Family in Group	III Average Amount Con- tributable by Each Family in Group	IV Number of Families in Group
*\$1,000 — \$2,000	11.00	\$209	21,375,000
* 2,001 — 3,000	18.50	518	1,375,000
* 3,001 — 4,000	24.50	931	246,950
* 4,001 — 5,000	28.00	1,316	144,050
* 5,001 — 6,000	31.50	1,795	75,440
6,001 — 7,000	33.60	2,184	51,780
7,001 — 8,000	36.00	2,700	37,021
8,001 — 9,000	38.00	3,230	26,945
9,001 — 10,000	40.00	3,800	20,340
10,001 — 15,000	43.60	5,450	57,080
15,001 — 20,000	47.75	8,356	27,699
20,001 — 25,000	50.50	11,363	15,540
25,001 — 30,000	52.75	14,506	9,585
30,001 — 40,000	55.50	19,425	11,880
40,001 — 50,000	58.00	26,100	6,565
50,001 — 60,000	59.75	32,862	4,200
60,001 — 70,000	61.25	39,812	2,930
70,001 — 80,000	62.50	46,875	2,030
80,001 — 90,000	63.50	53,975	1,600
90,001 — 100,000	64.50	61,275	1,200
100,001 — 150,000	65.50	81,795	3,190
150,001 — 200,000	69.25	120,495	1,400
200,001 — 250,000	70.80	159,300	780
250,001 — 300,000	72.20	199,994	450
300,001 — 400,000	73.60	253,920	490
400,001 — 500,000	75.30	337,344	250
500,001 — 1,000,000	77.80	531,374	390
1,000,001 — 1,500,000	80.40	889,224	100
1,500,001 — 2,000,000	82.50	1,403,325	45
2,000,001 — 3,000,000	84.20	2,070,478	35
3,000,001 — 4,000,000	85.75	2,966,092	15
4,000,001 — 5,000,000	86.75	3,915,895	10
5,000,001 — and over	90.00	9,255,000	10
FAMILY GROUPS—their estimated total income and required contribution			23,500,000
CORPORATIONS and other business enterprises—their estimated net income after dividend distributions of, say three billion dollars, and required contribution			
Estimated Total National Income and amount realizable therefrom			
BANKS—the share of the burden of the fiscal year's financing which they probably must carry, either by direct purchase of Liberty Bonds and/or Certificates of Indebtedness, or by loans thereon			
Estimated receipts from direct taxation and bond sales			
Estimated receipts from indirect taxes, such as customs, excise taxes, stamp taxes, including sundry receipts			
COST OF THE WAR FOR THE FISCAL YEAR—estimated			

By Courtesy of The Bankers Trust Co., New York.

ING THE WAR

Age Share of Yearly Family incomes Contributable in Taxes and Bond Purchases.

V	GOVERNMENT WAR EXPENSES		WAR CHARITIES	
	V Total Income of Families in Group	VI Total Contributable by Each Family Group	VII Average Amount Contributable by Each Family in Group	VIII Total Contributable by Each Family Group
75,000	\$40,615,063,500	\$4,467,657,000	\$7.00	\$143,460,000
75,000	3,850,000,000	712,250,000	16.50	22,860,000
46,950	938,454,000	229,921,000	30.00	7,380,000
44,050	677,035,000	189,570,000	42.00	6,090,000
5,440	430,008,000	135,452,000	58.00	4,350,000
1,780	336,570,000	113,087,000	70.00	3,630,000
7,021	277,657,500	99,956,000	87.00	3,210,000
6,945	229,032,500	87,032,000	100.00	2,790,000
20,340	193,230,000	77,292,000	125.00	2,490,000
7,080	713,500,000	311,086,000	175.00	10,020,000
7,699	484,732,500	231,460,000	265.00	7,410,000
5,540	349,650,000	176,573,000	365.00	5,670,000
9,585	263,587,000	139,042,000	465.00	4,470,000
1,880	415,800,000	230,769,000	625.00	7,410,000
6,565	295,425,000	171,347,000	830.00	5,490,000
4,200	231,000,000	138,023,000	1,000.00	4,440,000
2,930	190,450,000	116,650,000	1,275.00	3,750,000
2,030	152,250,000	95,156,000	1,500.00	3,060,000
1,600	136,000,000	86,360,000	1,720.00	2,760,000
1,200	114,000,000	73,530,000	1,970.00	2,370,000
3,190	392,370,000	260,926,000	2,600.00	8,370,000
1,400	243,600,000	168,693,000	3,850.00	5,400,000
780	175,500,000	124,254,000	5,100.00	3,990,000
450	124,650,000	89,997,000	6,400.00	2,880,000
490	169,050,000	124,421,000	8,100.00	3,990,000
250	112,000,000	84,336,000	10,800.00	2,700,000
390	266,370,000	207,236,000	17,000.00	6,690,000
100	110,600,000	88,922,000	28,500.00	2,850,000
45	76,545,000	63,149,000	45,000.00	2,040,000
35	86,005,000	72,416,000	66,000.00	2,310,000
15	51,885,000	44,491,000	96,000.00	1,440,000
10	45,140,000	39,159,000	126,000.00	1,260,000
10	102,840,000	92,556,000	297,000.00	2,970,000
0,000	\$52,850,000,000	\$9,342,769,000	Estimated Requirement	\$300,000,000
7,150,000,000		6,000,000,000†		
\$60,000,000,000		\$15,342,769,000		
5,157,231,000				
\$20,500,000,000				
3,500,000,000				
\$24,000,000,000				

HOW TO USE THE TABLE
Find your income group in Column I. Multiply your income by the "Average percentage contributable" Column II. The result is your family's total quota for the fiscal year. Deduct the amount payable in Federal taxes. The remainder is your family's quota of Liberty Bonds, War Savings or Thrift Stamps.

*Included in these groups is the income of wage earners other than family heads.
†The corporations will contribute four billion dollars in taxes; they are expected to be able to buy one billion dollars bonds from net profits and, for temporary investment, one billion dollars bonds from unexpended renewal reserve funds.

No-Candy-For-Christmas Movement Squelched

A STATE Food Administrator recently conceived the idea of inaugurating a "No-Candy-for-Christmas" movement and passed the plan along for the approval of the national officials. At Washington the suggestion was promptly squelched and the State official was notified that nothing of the kind must be attempted. The incident is illustrative of a policy on the part of the Food Administration that is, seemingly, not clearly understood by all advertisers.

As one of the necessities of the sugar shortage, the Food Administration has been obliged to ration all firms in the candy and confectionery trade on the basis of 50 per cent of the sugar which they consumed in 1917. This does not mean, it is pointed out to PRINTERS' INK, that the Food Administration is seeking to discourage candy production nor does it signify that the Administration is antagonistic to the advertising of candy. Furthermore, recognizing the food value of candy, the Food Administration cannot consistently discourage consumption at Christmas time.

Outlining the position of the Food Administration on this issue one of the officials said: "The Food Administration realizes that upon the continued purchase of candy by the American public is dependent the operation of the candy factories which represent a heavy aggregate investment, and which give employment to many persons. We have no desire to stifle that industry.

"We believe that it is good judgment for the average confectionery manufacturer to concentrate his advertising on candies such as nut-filled chocolates and cocoanut specialties which require very little sugar or upon candies in which sugar substitutes are used successfully. However, so long as he keeps within the 50 per cent limit on sugar

consumption we have, of course, no objection to the advertising of candies high in sugar content. As a matter of fact, however, such has been the success attained by the use of sugar substitutes, and in the evolution of 'sugarless' candies that many manufacturers have a factory output nearly equal to that in normal times. Indeed, our information is that while the supply of sugar to the candy and confectionery trade has been curtailed 50 per cent the candy production will this year, thanks to the introduction of substitutes, show a slump of only about 8 per cent."

Good Work, Captain!

UNITED STATES MARINE CORPS
RECRUITING PUBLICITY BUREAU
117-119 East 24th Street
New York, N. Y.

MEMORANDUM FOR ALL EDITORS

To conserve white paper and your patience and your space, we have decided to suspend our tri-weekly service to the newspapers on our syndicate list. We think it sort of sacrilege to send out the kind of matter we are forced to send out, when our Marines "over there" are writing publicity with their bayonet-points dipped in Hun blood. Theirs is the kind of Marine Corps publicity that counts!

We were "first" to have a publicity bureau and a press service, and we are going to be "first" to take the hint to discontinue in the interest of paper conservation.

You've been mighty good to us these last three years. You've helped us make the old globe, eagle and anchor as well known as the Gold Dust Twins. We want to thank you for that and we want to let you know that anything you receive from this Bureau in the future will be *real stuff*—up to the Marine Corps handle as it were—else we'll not send it out. But the tri-weekly story dies with this letter. We're through!

With sincere and grateful thanks for what you have done for us in the past and in the hope that we'll be able to send you now and then a *regular honest to goodness* story, I am,

Sincerely,

T. G. STERRETT,

Captain U. S. Marines, in charge of

Bureau.

September 30, 1918.

Howe Leaves Dry Goods Association

Elbridge L. Howe, executive secretary of the National Retail Dry Goods Association, has resigned to become associated with the Scruggs, Vandervoort & Barney Dry Goods Co., St. Louis. He will be succeeded by Lew Hahn, retail editor of *Women's Wear*, New York.

The remarkable advance
in all branches of INDUS-
TRY, COMMERCE,
SCIENCE, INVEN-
TION, MECHANICS is
reflected in the circulation
of the

SCIENTIFIC AMERICAN

as shown by the following
figures:

Average Net Paid

1st Quarter, 1917 . .	91,878
2nd Quarter, 1917 . .	93,907
3rd Quarter, 1917 . .	96,722
4th Quarter, 1917 . .	100,563
1st Quarter, 1919 . .	106,098
2nd Quarter, 1918 . .	118,755

MUNN & CO., Inc.

Woolworth Bldg.
New York

Peoples Gas Bldg.
Chicago

275,000

No, it isn't a special issue of Association Men. Every one of the 275,000 is a paid up subscription. People get it because they *want* it.

For September the circulation was 260,191. This shows how Association Men is growing. And advertisers are actually getting more than they pay for because our rate is based on only 200,000 circulation. The rate is \$1 per line, \$420 a page—one-half cent per line, per thousand.

Where else can you get Quality Circulation at such a low rate?

For it is Quality Circulation—homes of bankers, lawyers, doctors, business men, office executives, etc.—worth while, substantial folks all over the nation. These people are interested in the Y. M. C. A. Many of them have men in the service and they want to know what the "Y" is doing for them.

You know that the best people everywhere are back of the Y. M. C. A. And what we want you to know, too, is that these people *read* the official organ of the Y. M. C. A. Association Men is a bigger, better magazine than ever before, its appeal has widened, it reaches the kind of people worth reaching.

If the article you are selling has merit there is a market for it in these American homes where Association Men is read—read not only by the men or by the women but by the whole family.

in October

We want you to know these facts about Association Men and decide for yourself whether or not you can advertise successfully in this unusual magazine. We believe you can.

Right now is the time to start. Put Association Men on your list. It's a good buy, one which we feel sure will bring results. Other advertisers have found it so. They are enthusiastic about Association Men and are advertising in every issue. It must be bringing home the bacon or they would not continue.

Consider this again—one-half cent per line per thousand for Quality Circulation. 275,000 net paid circulation. Rate, \$1 a line, \$420 a page. The circulation is increasing every month, but you can make a yearly contract at the present rate. Turn down the corner of this page and think it over while you're smoking that after dinner cigar this evening.

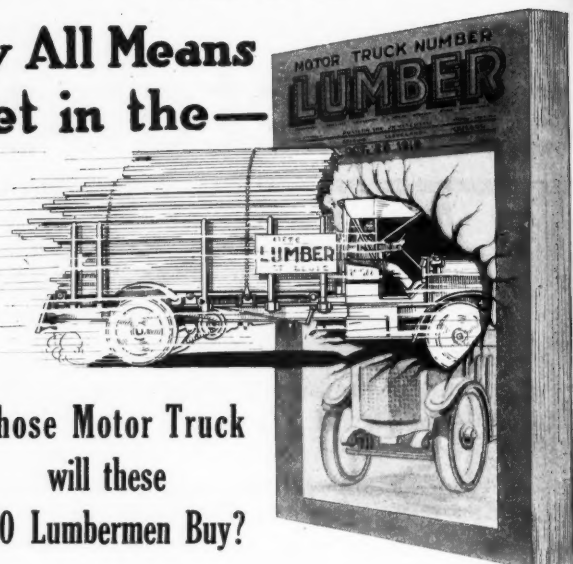


the class magazine of general interest

F. C. FREEMAN, Business Manager A. P. OPDYKE, Advertising Manager
347 Madison Avenue, New York

CHAS. L. EMRICH, 19 S. La Salle Street, Chicago, R. G. McHENRY

**By All Means
Get in the—**



**Whose Motor Truck
will these
160 Lumbermen Buy?**

Out of 576 replies received from a letter sent to a number of subscribers, 189 lumbermen are using a total of 423 motor trucks ranging from 1 to 6 tons; 21 of these users are going to purchase more.

Of 383 non-users replying, 139 are going to purchase one or more trucks. Whose truck will these 139 non-users, the 21 present users, and the thousands of other subscribers to LUMBER buy? Tell them the advantages of yours in the

MOTOR TRUCK NUMBER OF

LUMBER

OCTOBER 28, 1918

and through its regular weekly issues.

A shortage of labor, the necessity for more speed and the realization that trucks offer greater economy, make the lumber industry a rich field for motor truck advertising. Be represented in this number—use it to start your campaign.

Write today for sample copy, rates and full facts
about Motor Truck prospects in the lumber field.

Journal of Commerce Co.

Publisher

Wright Bldg., St. Louis

De Luxe Window Displays for Fourth Liberty Loan Drive

Fifth Avenue Shops Exhibit Spirited War Pictures Painted by Best Artists
—Attractive Features for Smaller Stores

By Frank Leroy Blanchard

THE pulling power of window displays as a means for stimulating the sale of Liberty Bonds was so plainly demonstrated in the preceding campaigns that the Liberty Loan Committee of the Second Federal Reserve District, in planning the fourth drive, which has just begun, decided to use them more extensively than ever before.

For the first time window displays will be utilized as a special branch of the committee's activities. Headquarters have been established at 1184 Broadway, with L. C. Boochever in charge. Co-operating with him are Lieut. H. L. Towle, instructor in camouflage at Columbia University and a portrait artist of note, and A. V. Tack, representing the artists' associations of New York, who have arranged for the production of the paintings, posters and other designs that are to be placed on view during the campaign. The work of preparation has been going on for several months, and the results are now apparent in every shop window in the city, from the great department and specialty stores of Fifth Avenue to the smallest shop in the most obscure districts.

One of the most gratifying things about the campaign is the way its leading artists, portrait painters and illustrators have responded to the appeals of the bureau for contribution of services. Painters who receive from \$3,000 to \$10,000 for examples of their work have patriotically sacrificed time and effort to produce pictures and posters that will help sell Liberty Bonds.

To give a complete list of the paintings that have been contributed would require too much space. Therefore, it is possible at

this time to call attention to only a few of the more effective pictures—those that serve to illustrate the frightfulness wrought by the Hun and to emphasize the necessity of backing up our soldiers by buying Liberty Bonds.

One of the most striking paintings shown is from the brush of George Varian. It represents a charge "over the top." A detachment of infantry has gained the outer bank of a German trench and is attacking the men in the ditch below. Some have leaped down and are engaged in hand-to-hand conflict with the foe. In the immediate foreground is an American soldier who, although terribly wounded in the head, is pushing back with one hand a German, while with the other he holds a heavy revolver which he is endeavoring to use with good effect upon the enemy pressing toward him.

One of the largest and most spirited pictures carries this caption: "Stop this Piracy—Help Win the War." It visualizes a scene attending the sinking of the unarmed fishing boats off the coast of Cape Cod during the past summer. In the foreground is a whaleboat filled with fishermen who have made their escape from the sinking sloops which have just been blown up by bombs. A short distance away to the left is a German U-boat floating on the surface of the sea, from the deck of which machine and other guns are pouring a deadly fire upon the defenseless fishermen. The subject is handled with such skill by George Elmer Brown, the artist, that the spectator feels for the moment that he is actually witnessing the destruction of the vessels instead of looking at the work of a skillful painter.

A third picture, contributed by Leon Kroll, also in oils, represents an athletic young man, stripped to the waist ready for battle, standing on the shore of the sea, with one hand outstretched toward its heaving waters, and the other with clenched fist thrown backward. "Help Him Across! Ships, Guns, Planes, Clothes, Food Must Be Provided," is the message written beneath it.

These and other large paintings are to be displayed in the show

several thousand dollars. To those high-class stores that give up their show windows exclusively to Liberty Loan displays a special blue ribbon insignia will be presented by the committee.

For the second group of stores—those whose window space is smaller but whose locations are considered very desirable, 25,000 screens, 27 inches high and 37 inches long, printed in six colors and presenting artistic war pictures especially drawn for the

purpose by some of the best illustrators in the country have been prepared. There are eight different designs, each being adapted to a different kind of business. These screens are to be sold by Girl Scouts to the merchants at 50 cents each, which about covers the cost. In addition the Window Display Bureau will furnish five types of cut-out window trims to be pasted on the inside of the glass in store windows. These were designed by F. B. Kelly, and although simple in construction, produce moral effect. One of them, known as the automobile trim, consists of a motto printed on a strip of paper which is pasted at the top of the window, as follows:

"Help to Bomb Our Way to Berlin." Be-

low are individual aeroplanes in battle formation, and at the bottom a picture of the Krupp works being bombarded with bombs. Two other trims consist of soldiers' and sailors' heads with accompanying pairs of hands holding bulletins like these:

Sergeant Jim says: "The only way we fellers in khaki can judge you folks at home is by the way you come across for Liberty Bonds."

Bos'n Bill says: "We can't sink submarines by throwin' rocks at 'em. We've got to have ships, guns and bombs. Lend your money to Uncle Sam so that he can buy them for us."



PAINTING OF THE PARIS CHURCH, WRECKED BY THE GERMAN "SUPER-GUN" ON GOOD FRIDAY, WITH THE DEATH OF MANY WORSHIPPERS

windows of the Fifth avenue department and other stores and the Broadway shops during the next three weeks. They are veritable works of art and are exhibited as such to bring home to the throngs of shoppers and promenaders along these busy and fashionable thoroughfares the importance of subscribing liberally for Liberty Bonds. Many of the big stores have expert window dressers who have prepared special displays of their own. Some of these designs represent an expenditure of



The Government Has Left Us All the Really Big Things

The true optimist always looks at facts squarely—sees things as they really are—and goes ahead. Right now is the time to look at paper facts squarely—and, go ahead.

Consider the facts—the Government has curtailed the use of paper, and properly. Yet, as in every other activity curtailed, ***the Government has left us all the really big things.***

We, who know Foldwell Coated Book best, feel that the Government must have looked over the paper field and decided that 80 pound Foldwell—being strong, enduring and well finished—would meet every requirement. Thus, with good paper of lighter weight—the Government knows you can safely get your sales story to your prospect.

Let us suppose you have been using 100 or 120 pound coated book paper in your Direct Advertising. While 100 or 120 pound Foldwell may be preferred Government regulation does not mean sacrifice of Direct Advertising plans—for 80 pound Foldwell coated book will get the story across. We assure those who may not be so well acquainted with Foldwell that our 80 pound

stock will produce as effective results as some of the heavier weights of less efficient papers.

In the matter of Cover stocks—here the Government has provided wisely—war conditions considered. We still have 20x25 Heavy Weight Foldwell Cover with its fine printing and embossing qualities. And for those who usually use 120 pound stock for covers we suggest light weight Foldwell Cover on a basis of 25x38-60.

Finally—***conservation of paper does not mean sacrifice.*** It means just what it does applied to food—use what you need, but not more than you need. The Government has made its ruling with this thought in mind.

Let us send you our book of Foldwell Facts and Figures.

Foldwell

**Chicago Paper Co.
Chicago, Ill.**

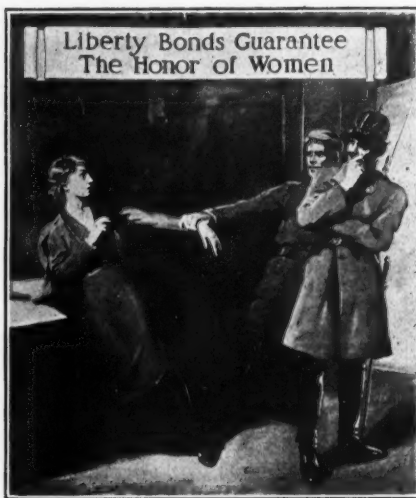
W N W

Exhibits of war relics of various kinds will also be employed.

For the small shops, wherever located, posters in wide variety have been prepared. Illustrated news bulletins comprising ten different subjects will be distributed from time to time during the campaign. One of them shows a group of Uncle Sam's fighting engineers at work in France. Below is the text, "Hundreds of miles of railroads have been laid by our engineers in France to

war maps, 8x15 feet, will be placed in windows in the more congested sections of the city. The battle line will be changed as progress is made by our troops abroad.

Among the special window designs, that of the Chevrolet Motor Co., 57th street and Broadway, is certain to attract attention. It is an exhibit made by the Columbia University School of Camouflage, and shows how roads and earthworks are hidden from the enemy.



ANOTHER POWERFUL PAINTING THAT WILL SELL BONDS

transport our troops for the attack and to serve their lines of communication. These are the men who dropped their regular work long enough to help the British Tommies drive back the Hun before Cambrai. Help build these railroads and keep things moving over there. Liberty Bonds will do it." Nineteen thousand locations have already been secured in Greater New York and fifteen thousand in other parts of the Second Federal District.

In fifty windows the articles contained in the equipment of a marine will be shown. Nineteen

Compulsory Cost Marking Not a National Measure

Neither the War Industries Board nor the Council of National Defense is advocating compulsory marking of cost prices on goods offered for sale by retailers. Rumor has had it that one, and then the other, of these bodies was to get back of the "Arizona" idea, already explained in **PRINTERS' INK**, in a national way. Protests began to flow into Washington from business men, in answer to which the Council of National Defense has indicated that it did not initiate the cost marking idea and does not endorse the action in Arizona. On the other hand, it is not ready to go to the point of expressing disapproval of that action so long as it is not specifically contrary to the established general policies of the Council of

National Defense.

For the War Industries Board, Chairman Baruch has issued a formal denial that his Board is to undertake the regulation of retail prices by compelling retailers to brand their goods with the cost figures.

A. N. A. Convention Date Fixed

The annual meeting of the Association of National Advertisers will be held at the Waldorf-Astoria Hotel, December 4, 5 and 6. The association now has 280 members, four-fifths of whom will attend the convention. The service sessions will be devoted to a discussion of business matters and especially to those relating to the war.

ANNOUNCEMENT

Robert J. Danby

joined the Nordhem organization on October first. Mr. Danby needs no introduction to the advertisers of this country. His long experience in the periodical field speaks for itself. We regard him as a very desirable accession to the Poster field and are glad to have him in our goodly company.

IVAN · B · NORDHEM CO ·

*Poster Advertising in the
United States and Canada*

8 West 40th Street - New York City

Bessemer Building, Pittsburgh, Pa.

Offices in Buffalo, Kansas City, Minneapolis, Cleveland

Canadian Representatives

THE WADSWORTH-NATHANSON CO.

504 C. P. R. BUILDING

TORONTO

ST. LOUIS

GLOBE-DEMOCRAT

Continuing Its Steady Gain in Daily Circulation,

NOW HAS **29,465** MORE DAILY

than the Post-Dispatch, the SECOND Paper

Daily Average Circulation for Month of August

Globe-Democrat, 177,811**Post-Dispatch, - - 148,346****Globe-Democrat's EXCESS
Over Post-Dispatch - - 29,465**(The above circulation figures are taken from the statements issued by the Globe-Democrat and the Post-Dispatch, respectively, showing daily average circulation after deducting all unsold papers, spotted in the Press Room, left over, unaccounted, registered on the presses, but not delivered to Mail Room.)Compared with July Circulation**THE GLOBE-DEMOCRAT****Gained 1451**Compared with July Circulation**THE POST-DISPATCH****Lost 1085****A Year's Record of Wonderful Growth***Compared with Its Daily Average Circulation for August, 1917***The Globe-Democrat Shows an Increase of****40,179****A Gain of Over 29% During the Past Year****St. Louis Globe-Democrat****Largest Daily Circulation of Any St. Louis Newspaper**

NATIONAL REPRESENTATIVES

F. St. J. RICHARDS
302 Tribune Bldg.
NEW YORKGUY S. OSBORN
1302 Tribune Bldg.
CHICAGOJ. R. SCOLARO
403 Ford Bldg.
DETROITR. J. BIDWELL
742 Market St.
SAN FRANCISCO

Member of Audit Bureau of Circulations

ST. LOUIS

GLOBE-DEMOCRAT

Carried During August

**More National
Advertising**than *Any Other* St. Louis Newspaper**In Local Display and
in Want Advertising**The Globe-Democrat is the *only* daily-and-Sunday
paper in St. Louis, that**Gained in August**

over the record for August, 1917

BOTH *the Post-Dispatch
and the Republic* **LOST**

St. Louis Globe-Democrat**Largest Daily Circulation of Any St. Louis Newspaper**F. St. J. RICHARDS
302 Tribune Bldg.
NEW YORKNATIONAL REPRESENTATIVES
GUY S. OSBORN
1302 Tribune Bldg.
CHICAGOJ. R. SCOLARO
403 Ford Bldg.
DETROITR. J. BIDWELL
742 Market St.
SAN FRANCISCO

Member of Audit Bureau of Circulations

Consider The Banks!

Clearings for 1917 reached the astounding total of 307 billions. Every cent of this had to pass through the banks of the country—about ten millions to a bank. Stop for a moment and consider the number of people of means with whom the banker comes into contact.

Bank savings in 1917 were \$18,000,000,000. The banker is on talking terms with millions of people who have money to spend. He is counsel and friend to a good percentage.

Combined resources of national and state banks is 37 billions of dollars. Think of the tremendous purchasing power and the influence it wields.

What does the above mean to you?

The influence of the banker with the people who are responsible for our national wealth is great. As an example consider his place in agriculture. **The value of farming and agricultural products for 1917 alone totaled \$17,000,000,000.** Close to one-half the bankers of the country are farmers themselves or own farms. Here is an enormous market in itself. Of the farms owned or operated by others, consider the constant call upon the banker for funds, advice and counsel.

We say to you, if you are the manufacturer of a farm device, automobile, or other machine or article of utility to the farmers or any part of the general buying public, advertise consistently and with regularity to the banks in conjunction with your more intensive efforts directly to that class to which you look for the bulk of your business, and you will start a word-of-mouth campaign that will create sales by the thousands.

SUCCESSFUL BANKING will put your message before more bankers who will read it than any other bank publication. The cost will be \$3.18 for each thousand of circulation.

Successful Banking

BENTON HARBOR, MICHIGAN

The Protection of Your Good Will in Other Countries

Crooks and Turns in Procedure in Various Lands—When and How to
Register Trade-Marks Abroad

By E. H. Palmer

From a copyrighted manuscript of an address before the New York Advertising Club, September 24th.

IN the United States registration is not necessary to acquire property in a trade-mark. Property is acquired by use and there is no need to register. If you had used a trade-mark you can enforce it against anyone else provided you can prove that your use was prior to his. Of course, when I say this you realize that I am speaking of trade-marks in general. There may be exceptions.

How is it in foreign countries? In almost all countries, with the exception of Great Britain and the British colonies, the right to a trade-mark is acquired by registration. It makes no difference how long you used it. If someone uses it after you and registers it afterwards, he gets the right to it and can stop you from continuing to use your trade-mark. You will therefore see the importance of manufacturers registering their trade-marks in foreign countries and furthermore, the importance of registering these marks before they are introduced there. This is what has given rise to the practice of pirating trade-marks, particularly in South America, although South America is not alone in this. We have several cases in mind.

For example, there is the case of the Queen Quality for shoes. The trade-mark was a good one here and the maker of the shoes went ahead and exported these shoes into Germany and (many of you know this is a matter of ten or twelve years ago) the mark of these shoes was very much sought after in Germany. The stores had on them "American Shoe Stores" and the shoes imported from the United States met with great success and the

words "Queen Quality" also were a great success. When he had gotten his trade-mark established, he came to us and wanted to register his trade-mark and we made application for this registration. Germany confers the right to a trade-mark not on prior use, but has a peculiar method of procedure. When an applicant wants to register a trade-mark they look up any prior trade-mark that might conflict with it or anticipate it and then they go ahead and notify the owners of these trade-marks that an application has been made for a trade-mark which conflicts with theirs and send them a copy of it. As usual the Government is looking after everybody.

TWISTS OF TRADE-MARK LAW IN GERMANY

Here when you file a trade-mark for registration the examiner looks it over and makes a search and if he finds out that it conflicts with another one previously registered, he notifies the applicant. In Germany they hand it right to the other man. They immediately go and object and then you cannot get your trade-mark. This is just what happened in the case of "Queen Quality". There was a man who was foxy enough to see the great success of registering a trade-mark which was sufficiently near it so that it would conflict with it. He chose the name "Regina," which means queen. The law is universal that if the conflicting words are in different languages but mean the same thing, that ends it and of course, as queen means the same thing as "Regina," it was fully anticipated by this word. The American made opposition and the result was that he had to buy off the other man and get his

trade-mark registered, and this he did.

Now in the South American countries particularly, this matter of pirating trade-marks is a system. We had a case in Cuba—a trade-mark on shoes (my examples seem to run in shoes). Douglas registered his trade-mark and was notified by the examiner that there was another application pending, although it had not yet been granted, which was an anticipation of the word Douglas—Dougles. We made an investigation and found that the applicant was the local agent in Cuba of the Douglas Company, but he happened to overreach himself in this case. He happened to be the representative of twenty-five other concerns in the United States and in every case he had filed application for these firms in such a way that he would anticipate them. It showed a deliberate attempt, a wholesale attempt at hold-up, and by bringing these facts to the attention of the trade-mark officer we succeeded in having the "Douglas" mark allowed and the "Dougles" mark knocked out. The agent had gone into it too wholesale.

Of course, I think I fully believe that in all these countries they want to do the right thing, but their law is so. If their law says that the first registrant is entitled to the trade-mark, he can have yours thrown out, unless deliberate fraud can be shown.

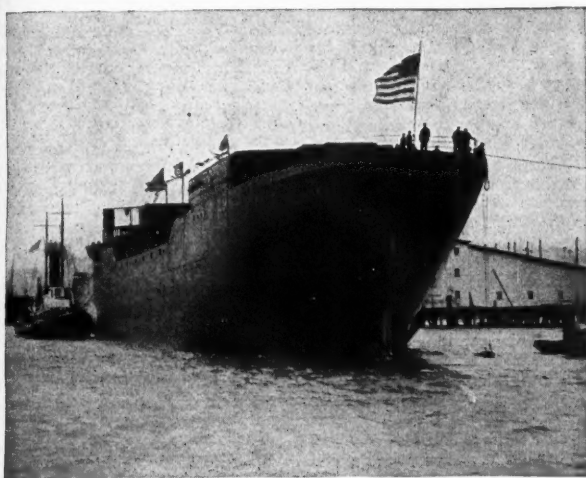
In nine cases out of ten the United States manufacturer or dealer, knowing only the United States law and not inquiring further, imports his goods into South America or other countries, establishes his trade and goes to register his trade-mark. He may find out that it has been registered by someone else, or something very near it, but in nine cases out of ten he does not get that far. Because the other man has registered the trade-mark, he has it in his power, not only to prevent the registration by the rightful owner, but can sue for infringement of the law and, furthermore, can have the goods

seized by the Custom House. So you see the risk the man runs in importing goods with a trade-mark without registering it. Here I may say a word about the custom of so many American manufacturers to allow their local agents to register their trade-marks in their own name. Now, although to some of course it is all right, to me it seems incomprehensible, because the expense after all is not very great and it gives the other fellow the whip-hand. Things go along in the usual way until the home manufacturer wants to change his agent and then trouble begins.

In some countries the registration of a trade-mark that is to be used on goods is obligatory. Bolivia is one of these. You cannot use a trade-mark without registering it, and in those countries, even in Great Britain, Australia and all British colonies, Canada included, where the right to a trade-mark is established by prior use, as in the United States, the law provides that you cannot sue for infringement of the mark without first registering. There also registration is a prerequisite.

Now if these policies of taking—of stealing—trade-marks existed before the war, they have increased tremendously since the war began and there seems to be a deliberate campaign by certain manufacturers of the Central Allies to register, particularly in South America, also in a number of other countries, the leading trade-marks of American manufacturers. They have not gone ahead and registered something like it, but have taken the actual mark. I have noted down here a few of these marks. Fisk, Federal, Ajax, Firestone, Empire, Republic and others have been registered in a number of South American countries.

There has also been an attempt to register in South America certain American names, such as "Ford American Products". It will preclude the use of "Ford" to designate any goods in South America if that goes through.



Can You Beat This?

Our membership in the Audit Bureau of Circulations shows that:

1. We have more individual paid subscribers among shipbuilding companies and their officials

2. More individual paid subscribers among steamship and steamboat companies and their officials

3. More individual paid subscribers among shipping people all over the world, outside of the United States

Than all the other marine publications in the country combined.

MARINE ENGINEERING

Six East Thirty-Ninth Street, New York, N. Y.

What is the answer? It is simple enough. Register your marks in foreign countries before you introduce your mark into those countries and thus you hold the whiphand, for just in so far as it protects the thief, it will protect you if you are the first registrant. It seems simple enough and yet how many of you do it? I think all manufacturers who intend to do any business in South American countries or any other countries after the war is over should go ahead and register their mark at an early date. Don't wait until the war is over. You can see for yourself that they are not even waiting for our goods to be introduced. They are looking up leading trade-marks and registering them, and that is the only way our manufacturers can protect themselves. Even if trade now is slack in those countries, we all know what is going to happen after the war.

There is going to be a rush for trade, at least that is my opinion. There is going to be particularly great competition for the trade in South America. The German is going out for that trade for all that is in him. He is going to use just and unjust methods. I lived for ten years in Germany and know. You have all seen his methods in war. He will be just as unscrupulous after this war is over and it is up to our men to get ahead of him and do not rely too much on sentiment. Do not rely too much on the feeling engendered against the German by this war, because history shows that there have been just as bitter sentiments. History shows that in many wars, religious wars, for example, there were frightful atrocities and that the feeling of the people was just as intense as it is now, but when those wars were over, trade went in its usual channels. We forget. That is particularly true of countries that have not been directly concerned with the war. I doubt very much that in France for many, many years anything German will have any standing and I do not blame them, but in neutral coun-

tries, in South America and elsewhere, the German will get his trade back and we have to be prepared. We have got to meet him by his own methods. Some methods we may have to object to. Our methods will be legitimate.

I had this brought home to me by a manufacturer in Boston with whom I conferred with regard to South American trade. The German goes to South America and he consults and confers with them and finds out just what they want and how they want it, and he gives them just what they want and how they want it. However, we have more of a tendency to try to force on them what we like up here. That is characteristic very frequently of the jewelry business. They will go to the man where they can get what they want.

DO AS THEY ASK

A big shoe dealer received a large order for shoes from a South American republic. The order specified that the shoes were to be packed in shallow boxes. He said, "Pack them like we always pack them and send them down," and they did it. It caused considerable trouble and he got no more orders. There was a very good reason for the request, because it seems the shoes were to go across the Andes by mules and it was required that they be packed as close to the mule as possible in certain places. That was the reason why they wanted the shoes packed in shallow boxes. I think if we look into the special requirements we find out that there is a very good reason for it and if we want that trade we have got to make it in that way.

Summarizing what I have said, in the first place, a trade-mark is a good asset. Therefore get it. Secondly, before deciding on your trade-mark get legal advice, so that when you get it it may be sustained. Thirdly, when you have a trade-mark register it wherever you intend to do business. It will pay you.

Minneapolis Merchants

use more space in

The Minneapolis Journal

than in any other Minneapolis paper every week in the year, because it brings them most returns.

They are on the ground and *know* circulation values in Minneapolis.

O'Mara & Ormsbee

Publishers' Representatives

New York

Chicago

DIRECT MAIL ADVERTISERS

As producers of perhaps more paper of different grades for Direct Mail Advertising in its various forms—

We cordially invite you to visit our new Chicago offices when at the Direct Mail Advertising Convention, Hotel Sherman, October 9-10-11-12.

SEAMAN PAPER COMPANY

208 So. La Salle Street
Chicago

Milwaukee
St. Louis
Cincinnati

Minneapolis
St. Paul

New York
Buffalo
Philadelphia

Western Agents: GENERAL PAPER COMPANY
Seattle Portland San Francisco Los Angeles

Builders and distributors of paper for every known use



UNITED STATES
DEPARTMENT OF LABOR

You can tell a real patriot by the way he works. Full time work by both employers and wage earners will win the war.

—U. S. Department of Labor

Donnelley Explains Paper Restrictions

Will Hold the Printer Responsible to the Most Economical Use of Paper Possible by Advertisers

BEFORE over 400 of the leading printers of the country, including many trade-journal and other publishers, T. E. Donnelley, chief of the Pulp and Paper Section of the War Industries Board, addressing the United Typothetae convention at Cincinnati, on September 24, gave the first definite and authoritative explanation of the attitude of the Board toward the printing industry. Inasmuch as this involves the whole question of the paper supply for newspapers and magazines, as well as other advertising of all sorts in which paper is used, it was of the most vital interest to the printers. Mr. Donnelley's remarks, as subsequently revised by him were as follows:

"I want to say one or two words about the situation in Washington, because I am afraid it has been quite misunderstood, by our own fault, in that we have not been able to get detailed information out to the public at an earlier date. I want everybody to understand that the printing industry has not been declared an essential industry, but that paper making has. Paper making has been declared an essential industry, provided that every possible economy is exercised, and all wasteful practices are eliminated.

"The Priorities Board of the War Industries Board, which has the duty of settling what has priority when two or more agencies demand the same article, has decided that it will give the paper industry a certain amount of coal and a certain amount of transportation, because there are ways in which paper enters into our industrial life to maintain our morale.

"Among those first are the newspapers and the magazines. It feels that we cannot maintain the morale of this country with-

out disseminating throughout the country the information of conditions abroad and at home, through the newspapers and the magazines, and, therefore, it has rated newspapers and magazines as an essential industry, provided, however, that the newspapers and the magazines make very material cuts. The newspapers are cutting in their daily issues 15 per cent, in their Sunday issues 20 per cent, and the magazines are cutting by a peculiar scale anywhere from 15 to 30 per cent.

JOB PRINTING

"Now comes the question of job printing. The War Priorities Board realizes that job printing to a certain extent is necessary and it has accordingly figured that the paper consumed in job printing should be reduced by at least 25 per cent. It is quite impossible to police every piece of printing which goes out from every printing office in this country. They are doing that in England. There a man cannot issue a four-page circular without getting a special permit from the Government to print it.

"We have not come to that condition in this country, and we hope we shall not. So what we have to do is to put the question of policing the consumption of paper in job printing up to the printers of the United States; and that is your obligation. You are the representatives of the War Industries Board before the consumers of paper, to see that paper is not wasted and is used as economically as possible.

"To accomplish these results, after conference with your War Committee, we have limited the weights of paper so that these heavy papers for elegant effect have been discontinued. I would like to say that during the war

wide margins, blank pages and heavy paper have got to be tabooed, and you printers are the people who have got to effect it.

"The paper situation all goes back to the question of coal, transportation and labor. Coal is short. We are going to be shorter of coal in most parts of the country this winter than we were last. Transportation is short and will be shorter during the winter. I don't have to say anything about labor to printers. All of us are suffering from its shortage. Now, every pound of paper that you use means anywhere from one to five pounds of coal and anywhere from four to ten pounds of transportation; so by every pound of paper you save you are conserving coal and transportation that much.

"The mills of this country are only allowed coal and transportation on condition that they will give a pledge that everybody they sell paper to will give them a pledge to obey the rules and regulations of the Pulp and Paper Section of the War Industries Board. The buyer of paper must again extract a pledge from the person he sells that paper to, and generally that is a printer.

"We want every printer in this country, when a customer comes to him about an advertising campaign, about printing a catalogue, or any other piece of printing, to advise with that customer how he can get the message which is going to be printed to the public with the least number of pounds of paper. The printer is not required to get a pledge from his customer; the pledges are supposed to stop when the printer gives his pledge to the paper men or the mill that he will use his greatest efforts to economize. This present situation will stand simply on the question of whether the printers of this country are patriots enough to make good their pledge to us that their customers will economize in the use of paper.

"We want everybody to use 16-pound folio instead of 20 and

24-pound paper for correspondence. We don't want anybody to use bond paper for circulars. We don't want anybody to use a four-page circular when he prints only the first page of it. We don't want anybody to use great wide margins when the message can be put on paper with smaller ones. In other words, every printer in this country must realize that he is the agent of the Government to save at least 25 per cent of the paper which the customer would ordinarily use. If you do that you are going to have enough paper to do all the printing that is required. If you don't do that, why, the paper will have to be further cut, and the printing industry will suffer materially."

Emphasizing further the incorrectness of the general impression that printing has been declared an essential trade, Mr. Donnelley said:

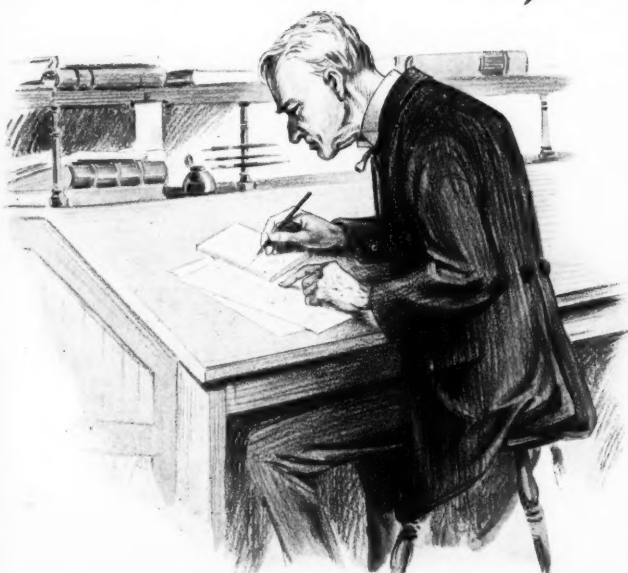
"The War Industries Board has settled no such thing (that printing and allied trades are essential). It settles with each individual printing concern whether or not it is essential. If you are printing exclusively newspapers and periodicals you are automatically put on the essential list and get priority No. 4 for coal. If you are printing anything else except periodicals and newspapers and you want to get on the priority list, you must send for a priority application blank to the Priority Board of the War Industries Board at Washington; and if you have 75 per cent of your production made up of newspapers, periodicals, food containers, printing for railroads or telephone companies, or for other direct, essential needs of the Government or the war, you will be placed on the priority list; if you haven't you will not be placed on the priority list.

"The priority list will be used as a guide to give you priority for transportation, but it does not give you priority for labor. If you are on the priority list it is of some advantage to you before the various local exemption boards



Both
These
Men

are Careful Buyers



with a Difference!

Economy of

Economy is not a matter of doing
the cheapest article that can posserv

True economy comes from buyha
purpose—that will give the gre

Particularly in buying sales literature, good buying This
is not measured in dollars and cents, but in effect, adv
tiveness. A piece of printed matter, whether it is an cost
envelope stuffer or an elaborate catalog, is not cheap retu
but infinitely costly if it fails in its purpose because the
low price was obtained at the sacrifice of results. mis

All lines of business should practise strict economy. It is
Waste in every form should be eliminated. Every we
department of every business should be put in a Ser
condition of the highest efficiency—which means effe
the highest productiveness.

The CarC

Complg S
Grand RM



The Sol

that dis
well-l
plant, bri
the

Utmo

Miserliness?

of doing without a thing needed, or of buying
in possible to serve your purpose.

in buying that which will best serve your
the greater returns for each dollar spent.

in buying This rule should be extended to your buying of
in effect advertising printing. You should measure it not by
it is an cost, but by results; not price per copy, but price per
not cheap return. Do not pay more than necessary to get
because the right result, but don't jeopardize the result by
ults. miserliness, disguised as economy.

economy It is on this basis we ask an opportunity to show how
Every we can work with you—how Cargill Complete
out in a Service can help materially to give you maximum
means effectiveness in your printing.

Car Company

Complete Service
Grand Rapids, Michigan

The Policy
that dis modern,
well-efficient
plant, printed
the
Utmost



PRINTERS' INK

Effectiveness Means **More than Paper and Ink**

No matter how good your product; no matter how carefully worked out your plans; no matter how carefully you work out your presentation of the merits of your goods; unless your printer has an *advertising* knowledge of printing, that enables him to supplement and intensify your work with the most effective handling of illustrations and type, you cannot get the most out of your printed selling material.

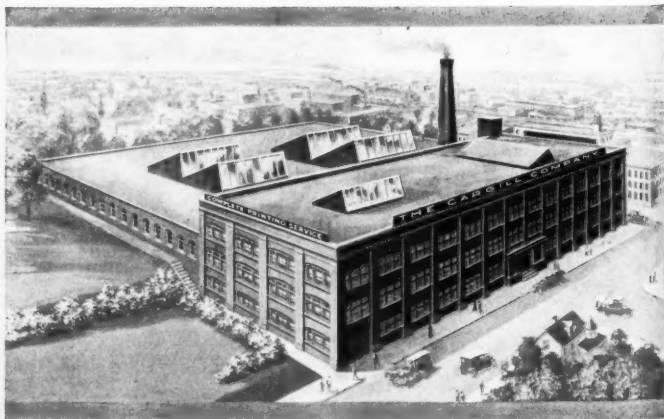
The nation-wide clientele of The Cargill Company has been built up through the ability of the Cargill organization to give this essential cooperation.

If you want this sort of cooperation—if you are anxious to get the maximum *value* from your appropriation—let us show you what we are doing for others and can do for you.

The Cargill Company

Complete Printing Service

Grand Rapids, Michigan



but because the War Trade Board says you are 75 per cent essential does not mean that your men are exempt from the draft. It does mean, however, that if you have certain men who are 'key' men, men without whom you cannot operate your business, and your business has been rated essential, you may get for them deferred classification, although you cannot get them exempted entirely."

The bearing of the economy programme, as explained by Mr. Donnelley, on advertising, and especially direct advertising, is sufficiently obvious. As he specifically states, all of the various means of securing an atmosphere of elegance and exclusiveness for a piece of printing, such as the use of extra heavy paper, wide margins, and many blank pages preceding and following the real message, must be dispensed with. The advertising man who gives his printer instructions regarding the get-up of a booklet, without due regard to the printer's pledge to economize to the extent of 25 per cent in the use of paper, is likely to have to modify his ideas of the way that booklet should look—either that, or he must shoulder the burden of having seduced an honest printer from the straight and narrow path, as defined by the War Industries Board.

In other words, matter is going to cut considerably more figure than manner in the vast volume of printed stuff which goes into the mails in the form of direct advertising. The message must be prepared with even greater care than ever, it is plain, now that its paper dress is going to be skimped and abbreviated. At the same time, the opportunity for the printer, in the matter of exercising his art to secure the most attractive results, is correspondingly increased.

Resolutions were adopted pledging full co-operation with the Government in every phase of war work, and especially in proper economy in the use of paper, to the extent of the desired 25 per cent or more.

Why Does It Pay?

The Christian Science Monitor carries local advertising from 200 different cities and gives profitable return to the advertiser on the circulation in each of the cities.

Why? Because its readers believe in the Monitor. They know its news is true; they know it tries to keep its advertisements true. They feel that they can buy safely from advertisements in

The Christian Science Monitor

An International Daily Newspaper

It doesn't take a very large number of real believers in a newspaper to make advertising pay.

That is why local as well as general advertising in the Christian Science Monitor is profitable.

The Christian Science Monitor is \$9.00 a year by mail, or may be obtained at news stands, hotels and Christian Science reading-rooms. A monthly trial subscription by mail anywhere in the world for 75c; a single copy for 3c stamp.

THE CHRISTIAN SCIENCE PUBLISHING SOCIETY

BOSTON - - U. S. A.

Sole publishers of all authorized Christian Science literature

WANTED---

Assistant Advertising Manager

In the Advertising Department of a big, long established manufacturer of high grade motor trucks, whose organization is rapidly expanding to meet present and post-war conditions, there is a very real opportunity for a man who is NOT a specialist in any form of advertising work, but is able to absorb an increasing volume of work such as writing trade paper copy, house organ material, publicity, literature, direct mail work, etc.

He will eventually confine himself to that work which he can best do and for which he is best fitted.

Newspaper training, plus a few years in automotive advertising, would be an advantage, though not an essential.

The power of expression in simple forceful words is preferable to brilliance or cleverness.

The automobile editor of a newspaper, a re-write man, a writer on motor truck subjects, or an agency man now engaged on a truck account, ought to qualify.

Some traveling will be required.

The location is Cleveland.

The man is needed at once.

In replying state age, nationality, draft status, previous experience, present position, references and salary expected. If possible, enclose photo.

No objection to opening negotiations through a third party if applicant desires, but direct dealing is preferred. Applicants are assured that correspondence will be regarded as strictly confidential.

Address: Advertising Manager
842 E. 79th Street, Cleveland, Ohio

Who Will Do the Business After the War?

Of course, right now business is better than it has ever been, regardless of war conditions, but the real test of our present advertising campaign will come after the war, when the fight for supremacy in the commercial field begins. Almost any two-by-four shop building a truck that will run fairly well, can keep busy and make money nowadays, but personally I think that the concern which advertises consistently and efficiently during war times, will be the company that will do the business after the war.—R. H. Crooker, of the Federal Motor Truck Co.

United Drug Company Making a Record

Sales of the United Drug Company in the first six months of the current year amounted to \$22,383,425—an increase of 18 per cent over the corresponding period of last year. Deducting costs of merchandise and operating expenses, the company earned a profit of close to 10 per cent on total sales.

After drastic charge-offs in anticipation of increased taxes and after payment of semi-annual dividends on preferred stock, the company earned at the rate of \$12 per annum on its common stock.

MATS and STEREOTYPES

are essentials.

They save labor,
time and money.

We make them
as good as they
can be made.

J. T. BUNTIN, Inc.
209 WEST 38th STREET, N. Y.

"Consider the other fellow first!"

—a policy that made a local business national

THE BERT L. WHITE COMPANY is a merchandising force for Goodyear tires in Akron, for Case plows and corn planters in Racine, for Sunkist oranges in Los Angeles, for Jewell belting in Hartford, for Studebaker automobiles in South Bend, for Berkey and Gay furniture in Grand Rapids.

Why did these concerns, and many others, go all the way to Chicago for their printing?

For one reason. This Company considers the other fellow first. Its service is delivered on a basis of co-operative study of sales and merchandising problems, answering through this means a particular need. Our Illuminated Mailing Campaigns mean business growth to manufacturers, and manufacturers realize it. We consider their problems—not our profits—that is why manufacturers come to us.

The Direct Illuminated Method of the Bert L. White Company is new—new in its relation to Salesmanship and Advertising and in the way it works with them, and not at cross-purposes.

We have published a book—"The Barometers of Business"—which analyzes today's conditions and shows how vitally necessary it is for the manufacturer to insure his good-will as well as his tangible assets.

"The Barometers of Business" is a sober, scientific analysis of the problems of merchandising goods and maintaining good-will. It is free to advertising executives and business officials. It was written to be of service to business men who are pondering the trying conditions of today—written in accord with our policy: *Consider the other fellow first.*

Bert L. White Company

Originators and Producers of

Illuminated Campaign Material
for Sales and Promotion Purposes

1215-27 Fullerton Avenue, Chicago

Those who know

THE PHILADELPHIA RECORD

say it is

Always Reliable

H
E
C
T
O
R

O
F
F
S
E
T

Offset Papers *That Work*

We were the pioneers in producing papers for color printing on the offset press

These papers were perfected with the co-operation of lithographers as the offset process was developed, and they became and remain the standard papers for offset color printing.

CLARKE & COMPANY

225 FIFTH AVENUE
NEW YORK

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Reduction of Paper in House-Organs

PUBLIC LEDGER COMPANY

PHILADELPHIA, Sept. 24, 1918.

Editor of PRINTERS' INK:

Does PRINTERS' INK know of any regulations issued or contemplated by the War Industries Board regulating the use of printed advertising matter (exclusive of catalogues) distributed through the mails?

Do you know of any regulations covering house-organs.

M. F. HOUSE.

NO regulations have been issued by the War Industries Board or other Governmental authority, covering printed advertising matter, other than catalogues, for circulation by mail. Our correspondent is presumably familiar with the recent action by the Post-Office Department in discouragement of the use by advertisers of large mailing cards, envelopes of unusual shape, etc., etc. However, this request relies upon moral suasion by postmasters and is not mandatory.

The officials of the War Industries Board declare that they do not contemplate at this time the issuance of any regulations requiring the reduction by a definite percentage of the tonnage of paper used for the production of pamphlets, leaflets, circulars, folders and other direct advertising forms that supplement or substitute in the catalogue field. All such trade literature will be controlled, if control is found to be necessary, by means of the regulation of job printing. However, the idea at the War Industries Board is that job printing is just now so completely "on the blink," as one official expressed it, that repressive measures are not necessary. It is felt, too, that the limitations already imposed upon the use of paper stock, will in itself, serve to curb the production of prodigal printed matter. For example, under the restrictions an advertiser can no longer use heavy coated papers for his circulars.

Although no regulations on this subject have been issued and it is not likely that a horizontal cut as in the case of catalogues



*"The World's mine
Oyster"*

EXPORT TRADE! INDIA

"PUNCH" COVERS
the
WHOLE GROUND
ADMIRABLY

OWING to Government restrictions in the home trade, an important firm of advertisers in "PUNCH" were seeking colonial and foreign expansion.

The question of media for India naturally came under review. It was decided to obtain first-hand information from merchants in India.

As the result of careful investigation, it was concluded that for high-priced goods "PUNCH" would cover the whole ground admirably. And this conclusion was proved by results to be pre-eminently correct.

You—if you would seek the patronage of Britons at home or scattered far the wide world over—can choose no better medium to reach them than "PUNCH," with its universal circulation and its strictly high-class public.

ROY V. SOMERVILLE

Advertisement Manager, "Punch"
10 Boulevard Street,
London, Eng.

44 Meat Markets
 26 Drug Stores
 3 Department Stores
 21 Drygoods Stores
 9 Hardware Stores
 218 Grocery Stores
 21 Bakeries

One hundred thousand people living in Chester and nearby depend upon 342 tradesmen classified as above for their sustenance and everyday needs.

These tradesmen and a majority of the families of the prosperous Chester district read the CHESTER TIMES and MORNING REPUBLICAN. The papers are home delivered as per definite subscription orders.

Advertisers by using these papers are sure to get the attention of not only the consumer but the dealer also. The circulation is therefore 100% plus efficiency. And Chester, noted as one of the greatest industrial centers of modern times, supplies a market of great worth.

The only newspapers published in Chester City and Delaware County.

CHESTER TIMES
 — AND —
THE MORNING
REPUBLICAN
CHESTER, PA.

Foreign Advertising
FRANK R. NORTHRUP, Mgr.
 303 Fifth Avenue, New York
 1510 Association Building, Chicago

will be made at any early date, various individual advertisers who have made private inquiry as to the wishes of the War Industries Board have been told in personal letters from the Pulp and Paper Division that the feeling in this quarter is that every advertiser should strive to curb his paper appetite, say, 25 per cent. The officials have also adopted the policy of calling attention to the extravagance whenever there is brought to their notice any booklet, insert, envelope-stuffer or other direct advertising form, the production of which has obviously involved a use of paper not consistent with the present ideals of frugality at Washington.

With respect to house-organs no formal regulations had been issued by the War Industries Board up to the close of September, but if present plans are carried out such rules will be laid down very soon, possibly before this number of PRINTERS' INK is in the hands of all subscribers. For some weeks past the Pulp and Paper Division has been called upon to answer the inquiries of house-organ publishers who asked what was in store for them in the programme of paper curtailment. The reply has invariably been that a tonnage reduction of 25 per cent would put the house-organ publisher in line with the retrenchment policy at Washington. At this writing the expectation at Washington is that 25 per cent will be the figure named in the house-organ regulations, though this had not been definitely settled at the close of the month.

The feeling at Washington is that the house-organ "rationing" can be carried out without the necessity of calling house-organ publishers into conference, as was done with catalogue publishers. We are informed that if it is decided to call a conference, the list of house-organs printed in recent issues of PRINTERS' INK will be made use of and that in any event the regulations as drafted will probably be sent to this list.—[Ed. PRINTERS' INK.]

Sig-No-Graph Brightens the Sales Horizon



Salesmanagers who fortify distribution with a Sig-No-Graph justly expect a constant stream of re-orders. A Sig-No-Graph display of his product in a dealer's window just naturally makes the Salesmanager happy, for he knows that the attractive multi-colored light effects of the Sig-No-Graph are drawing the crowds and creating window sales out of the passing throng.

Write for our booklet—"Winning Sales With the Sig-No-Graph"

THE SIG-NO-GRAPH

NATHAN HERZOG

433-435 South Dearborn Street, CHICAGO

PHOTO-CHROMOTYPE ENGRAVING CO.



An organization of Expert Artists and Engravers producing the highest quality of Halftone, Line and Color Engravings. Special Department for Brass and Steel Dies.

920 RACE STREET - PHILADELPHIA, PA.

*For that
particularly fine job—*

DELOTYPE ENAMEL

The paper for the highest grade of color printing

It has a smooth, soft surface, on which fine screen half-tones in black, duo-tone or color show up with snap and sparkle.

This paper, like all our other brands, goes through the coating machines *twice*, resulting in absolute uniformity of coating on the two sides. Write for samples or dummy.

BERMINGHAM & PROSSER COMPANY
Chicago Kalamazoo New York

Announcing

the appointment of Mr. J. B. Taft,
formerly Copy Manager, The Bell
Telephone Company of Pennsyl-
vania and Associated Companies,
as Advertising Manager.

QUAKER CITY SUPPLY CO., Inc.

Exporters

Manufacturers

Importers

GENERAL OFFICES

128 South Front Street - - Philadelphia, Pa.

The German Boycott Situation

(Continued from page 6)

Burleigh is chairman, declares: "Any general prohibition of exports to present enemy countries after the war would be impracticable and inexpedient." The fact cannot be too clearly recognized that if you kill trade flowing in one direction between two countries, trade in the other direction, which is its Siamese twin, will die. In the long run, export trade is and must be, barter; you cannot buy goods indefinitely by sending money out of one country into another.

Those who wish to see a boycott of German goods after the war base much of their hopes upon the famous economic conference in Paris, in 1916. This conference had as one of its concrete results an agreement that the Allied nations there represented (the United States, of course, not being included) would enact "most favored nation" clauses with one another. However, while the Paris conference has not been formally repudiated by the signatories, it seems from an impartial examination of public sentiment in the Allied countries to be now a dead issue. Even if the secret treaties exposed in Petrograd many months ago had not nullified the Paris conference, the entry of the United States into the war would have so altered the conditions that a new conference would be necessary in any case; and it is hard to believe that such a conference now would repeat the terms of the old one which roused such a storm of indignation in Great Britain. The pooling of the economic resources of the Allies, discussed in PRINTERS' INK recently by J. T. M., is already in large part an accomplished fact. Herbert Hoover is practically world food dictator to-day; Allied shipping is being handled as one unit, to its greatly increased efficiency of operation; and the vital raw materials

of the world are being allocated with the needs of all Allied countries in mind—with a few notable exceptions. A new "Paris Conference" is, therefore, not at all improbable; and that it would have a profound influence on the boycott question is certain.

France is at present apparently swinging toward the "free intercourse between nations" attitude. *L'Economiste Européen* declared recently that an economic revolution of the utmost importance took place on the twenty-third of April last, when the doctrine of the most favored nation was repudiated. If this responsible publication is correct, then France's attitude at the present time would seem to approximate that of President Wilson.

At about this point somebody is due to slam his copy of PRINTERS' INK on the floor in disgust and exclaim: "Why all this nonsense about a formal boycott on German goods? I and every other decent man will never buy a single article made by the child-killing, woman-raping, home-burning, slave-driving, poisonous Hun as long as I draw breath! They can say what they please about 'formal boycotts' and embargoes; they can't make me buy German goods if I don't want to; and if I did buy them I could never look my wife or children in the face again."

A perfectly honorable and natural point of view. The present writer is only one of thousands—hundreds of thousands—of men in whose minds Germany and Germans will be things of horror and loathing all their lives long. To him and those who feel as he does the words "Made in Germany" will be like a smallpox card.

But will this deep-rooted aversion, universal as it is, have a serious effect on business, alone and unaided?

WAR'S HATRED HAS NEVER ABOLISHED TRADE

If it does, then it will be about the first time in history. Let us look at a few examples.

The Civil War in our own country was one of the fiercest-fought conflicts in history, and it engendered hatreds so terrible and searing that it seems hard to believe that human hearts could hate more bitterly. You remember the Southern girl who grew to womanhood before she learned that "damn Yankee" was *two* words! True, neither side in the Civil War showed the ghastly inhumanity, the sheer brutal animalism of lust and cruelty, which Germany has displayed in this war; yet the animosities of the Civil War were deep enough to justify a belief that business between North and South would be almost paralyzed for years to come, after the conclusion of the struggle. Yet such was not the case.

On the contrary, the internal commerce of the nation in 1870 was more than double that of 1860, or a total of about \$6,000,000,000.

The Spanish-American war is probably not a fair comparison, since the bitterness of spirit aroused was of nothing like the same intensity. Yet it is somewhat surprising to know that after the close of hostilities our commerce with Spain increased by 50 per cent.

The best comparison of all is the Franco-Prussian war of 1870. Certainly the hatreds created there were terrible in their intensity, and the close of the war, with the terrific financial burden imposed on France, and the theft of Alsace-Lorraine, intensified the bitterness. Yet commerce between Germany and France increased 40 per cent in both directions during the period immediately after the war.

It is obvious, therefore, that in the sober light of history and common sense, we cannot rely wholly upon the outraged decency of humanity to create economic barriers against Germany, assuming that the terms of the peace conference are such that economic barriers are then desirable. If the boycott is to be serious enough to cripple Ger-

many, it must be reinforced by national edicts making it uniform in the various Allied nations, and probably even then a widespread propaganda will be needed as well.

The more nearly Germany at the end of the war is left in the position she held at the beginning of the war, the more powerful will the arguments in favor of a boycott become. If Germany is permitted to maintain her armament, her navy and her military machine, then it will be of the utmost importance to keep her foreign trade in check, and for a simple reason. A tax is levied on every manufactured article exported, and of this tax a part is devoted toward upbuilding the Prussian military machine. The more exports, the more money for guns and ammunition and ships.

Not only is this true, but it goes much deeper. If the Allies were foolish enough to let the war end with Germany's military power left even partly functioning, the German navy would probably set the pace for the other navies of the world; and to some extent, her army would likewise be the measure of the armies other countries will have to maintain. That the Allies would be guilty of the inconceivable folly of permitting another armament-race among the nations, piling ship on ship, big gun on big gun, and burying their hopeless populations beneath the weight of their competitive military machines, seems well-nigh inconceivable; but if it should develop so, then the usefulness of the boycott in retarding this race will need to be borne in mind.

There are, after all, two distinct types of boycotts: the punitive restriction for a definite period of years; and the permanent boycott to make a permanent alteration in the balance of power among nations by keeping one country or group of countries indefinitely "under-nourished" in a military sense. Even the punitive boycott may have one of two purposes: it may be a definite "prison term," imposed as a judge

We Are Not Advertising for More Business—Now

We have as much as we can handle without slackening on quality. But our steady growth (the result of recommendations only) demands more space.

Remember us as makers of first-class color-plates. When our new equipment is in we hope to serve you.

THE TRICHROMATIC ENGRAVING CO.
461 Eighth Avenue - - - New York City
J. H. Tryon C. A. Grotz



W. C. Horn, Bro. & Co. (Est. 1846) 541-547 Pearl St., N.Y. City
Please send me Desk File, No. 16, 14, 15 (cross out any not wanted),
with the understanding that same may be returned within 10 days if
not satisfactory. I enclose \$ P 1 9B

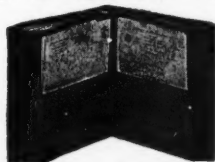
Name

Address

HORN Instant DESK FILE.

keeps the papers on all pending matters in compact, convenient form—instantly accessible, indexed A to Z, 1 to 31, or with celluloid-covered removable index tabs for special classification. The pocket pages hold papers securely, but without gripping.

No.	Pages	Size	Index	Price
16	16	Letter	Changeable A-Z	\$2.50
14	28	Letter	A-Z	2.75
15	28	Letter	1-31	3.00
20	16	Legal	Changeable A-Z	3.00
24	28	Legal	A-Z	3.25
25	32	Legal	1-31	3.50



FREE TRIAL
OUR RISK



Two of our clients require
**Advertising-Sales
Managers**

One a NOTION HOUSE
the other a
WOMEN'S APPAREL MANUFACTURER

Both National Advertisers
Located in New York City

IN each instance the applicant must understand merchandising and sales, and be a thorough student of human nature. He must know how to work with a sales-staff and if need be, reorganize it. He must keep in close touch with market conditions in his respective field, and apply his product to rapidly changing conditions.

His ability to develop distribution in non-canvassed territories and more sound distribution and consumption in canvassed sections of the country will prove of value in

considering his application.

He must understand business organization and management so as to develop the co-operation of all departments with the advertising department. In short, he must be equal to a big job, and accept that job with the responsibility of making it bigger.

The right salaries await the right men.

Your letter will be treated as strictly confidential. Please state facts, include age, married or single, experience, salary, etc.

Address
WEIL-BIOW-WEILL
INCORPORATED

116-120 WEST 32ND STREET, NEW YORK

imposes a sentence on a criminal; or it may be exerted in order to bring external pressure on a country to produce a definite internal result, on accomplishment of which the boycott is to be automatically lifted.

**ACTION OF UNITED STATES CHAMBER
OF COMMERCE**

This last is the type of boycott which the Chamber of Commerce of the United States recently referred to its members throughout the country in an elaborate referendum. Discrimination against Germany in export trade, if necessary to self-defense, was the theme of the resolution which was the basis of the referendum, and which read as follows:

Whereas, The size of Germany's present armament and her militaristic attitude have been due to the fact that her Government is a military autocracy, not responsible to the German people; and,

Whereas, The size of the German armament after the war will be the measure of the greatness of the armament forced on all nations; and,

Whereas, Careful analysis of economic conditions shows that the size of Germany's future armament will fundamentally depend on her after-war receipts of raw materials and profit from her foreign trade; and,

Whereas, In our opinion the American people for the purpose of preventing an excessive armament will assuredly enter an economic combination against Germany if Governmental conditions in Germany make it necessary for self-defense; and,

Whereas, We believe the American people will not join in discrimination against German goods after the war if the danger of excessive armament has been removed by the fact that the German Government has in reality become a responsible instrument controlled by the German people; therefore, be it

Resolved, That the Chamber of Commerce of the United States of America earnestly calls the

Selling, **IDEAS**

*Created &
Illustrated
By*

S&W ART SERVICE

Stoltz-Palenske-Williams
Chicago

**"HUMAN INTEREST"
ADVERTISING
ILLUSTRATIONS**

E. M. Nolen of Vanderhoof & Co., Chicago, says: "We appreciate your high class art and rare merchandising sense applied to the Rit National Newspaper Campaign."



VENUS PENCILS

**will spoil you so
that no other pen-
cils will seem
worth while!**

17 black degrees
with or without eraser tips
and hard or medium copying
—all perfect



FREE! Five short length
trial samples and
sample of VENUS Eraser
sent free on request.

**American Lead Pencil Co.
205 Fifth Ave., N. Y.**

attention of the business men of Germany to these conditions and urges them also to study this situation and to co-operate to the end that a disastrous economic war may be averted and that a lasting peace may be made more certain.

The vote on this resolution was 1,204 in favor and 151 opposed. Among those opposed was the National Association of Manufacturers of the United States, the Merchants' Association of New York, and the American Electric Railway Association. The reasons given by these organizations are interesting.

SOME OF THE REASONING OF THOSE OPPOSED

The National Association of Manufacturers, in recording its votes in the negative, took the position that an economic boycott would be an unwarranted interference in a matter of international relations, the handling of which rests with the President and Congress, and that action by the Government with respect to

trade relations should not be hampered or complicated by unofficial agencies.

The American Electric Railway Association, in recording its negative votes, took the position that the Chamber of Commerce of the United States should not now be committed on the proposition submitted, on the ground that all matters connected with the foreign policy of the United States should be left in the hands of the Government.

The Merchants' Association of New York, in recording its votes in the negative, took the position that the proposition presented is not the most appropriate or effective means of obtaining the co-operation of business men in Germany in an endeavor to avert a disastrous economic war after the termination of present hostilities, and that international co-operation to this end is more properly a function of the Government. The Merchants' Association also indicated that in its opinion the preambles are so drawn as to convey a suggestion of threat that

"Electrotypes—Quick?"

Then it's "Rapid Service" you want. We can fill your Electrotypes orders, Promptly—Efficiently—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotypes Company

W. H. KAUFMANN, President and General Manager

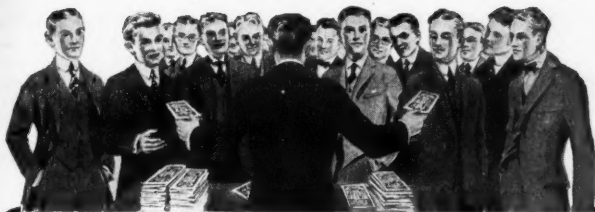
Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES.—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.



Best Protection for You and for Your *Employees*

If you are thinking of insurance for *yourself*, or if you want to protect your *working-force*, the best way is to consult the

Postal Life Insurance Company

Here are four reasons, and there are others, why the POSTAL way is the *best* way either for an *individual* policy or a *group* policy covering all your workers.

1. All business is done direct—without agents—thus materially reducing cost, through the elimination of agency-expense.
2. The POSTAL does away with agents and branch offices in the various States, thus eliminating license fees, taxes and other exactions.
3. The Company operates under the critical New York State Insurance Department and is also subject to the United States Postal authorities.
4. Besides supplying sound insurance protection at low net cost, the Company's Health Bureau and periodical Health Bulletins are a potent factor in the physical welfare of individual policyholders, and employees covered by group insurance.

It will prove interesting and profitable for employers everywhere to consult the Company—personally or by mail—about group insurance.

Simply write for a Specification Form on which to give particulars regarding the nature of your business, number and sex of employees, and so on, so that the Company can name rates for your group.

For personal information on any standard form of Policy, simply give:
1. Your full name. 2. Your occupation. 3. Exact date of your birth.

When you write, please mention PRINTERS' INK for October 3rd.

Information will be supplied by mail only. The Company will send no agent to visit you. The benefit of his commissions go to *you* because you deal *direct*.

POSTAL LIFE INSURANCE COMPANY

WM. R. MALONE, President

511 Fifth Avenue, Cor. 43rd Street, New York

failure to co-operate might result in the declaration by this country of an economic war in order to cause changes in Government conditions in Germany.

Plans for punitive boycotts of various sorts have been proposed, and in a few cases are being carried into effect. The British Seamen's Union, with 250,000 members, stirred to reprisals by the reported total of 15,000 sailors drowned during the war through the action of the murderous Hun submarines and mines, has declared that its members will not serve on any ship carrying goods to or from Germany either directly or through neutral ports, for a period after the war which is increased by every additional vessel sunk. Three months are added to the term of this boycott by the sinking of a large ship; one month for a small one; and when last checked up the period was already more than six years. A. C. Bedford, former president of the Standard Oil Company, is one of many men who have proposed that we shall have no commercial relations with Germany after the war unless and until she becomes a democracy. Senator Owen of Oklahoma suggested some time ago that Germany be called upon for an unconditional surrender; and if she refuses to yield within thirty days, be boycotted for five years after peace is attained with the sword, with an extra year of boycott for every thirty days more of war.

The most vigorous and far-reaching agitation for a boycott in the United States is probably that of the American Defense Society, a volunteer patriotic organization of 60,000 members. This organization, of which Theodore Roosevelt is honorary president, and Richard M. Hurd chairman of a special boycott committee, has set out on a campaign to enroll 20,000,000 signatories to a pledge never knowingly to purchase German goods. Its 60,000 members are aiding in this campaign, which is reported to be going forward in a satisfactory method.

The American Defense Society is co-operating with the International Committee of Anti-German Societies, which has headquarters in Paris. This committee has branches in Spain, Brazil, Japan, forty-two societies in France, and is affiliated with the powerful British Empire Union.

A recent article by Mr. Hurd, giving his own views as to the terms of peace with Germany, is interesting in view of his position. Mr. Hurd believes that Germany should pay the entire cost of the war to the Allies, so far as that is possible, by issuing bonds to the extent of one hundred to one hundred and fifty billion dollars. All Germany's own debts for war purposes are to be repudiated in order to make it possible for her people to pay principal and interest on the new bonds issued. Her navy and merchant marine are to be taken over, privately owned German ships being bought by the German Government for the purpose. Germany's stock of gold, of two billion four hundred million marks, is to be commandeered, as well as all silver and precious jewels.

This is certainly an interesting programme and one giving food for much thought.

This rapid survey will perhaps have been sufficient to indicate the vastness of the subject and its great importance. It is true, of course, that the matter of an economic boycott is subject almost entirely to the military decision now being won in France. As a New York newspaper succinctly pointed out: "If we lose the war, we will not be in a position to boycott Germany; and if we win, we won't need to"—meaning, presumably, that we may attain the desired end by simpler measures. At any rate, the subject is one on which every real contribution of thought is most valuable; and this article will have more than served its purpose if it has helped to start the ball rolling in that regard.

D. J. Hinman, of W. A. Patterson Company, New York, has resigned. He is going to Los Angeles, Cal., on account of illness in his family.



“Ah, you Americans— what a genius for organization!”

SO exclaimed a recent French visitor to this country. Many such visitors who have seen America's packing industry at close range have expressed the opinion that it represents this American knack at its best.

If this is true, then nowhere in the packing industry is this compliment better deserved than in the machinery the packer has developed to distribute fresh meats to large consuming centers.

* * *

Consider the size of the job.

On the one hand, hundreds of thickly-populated centers—huge cities like New York and Boston, widely-separated cities like Bangor, Tampa and Seattle—spread over America's long distances from Maine to California.

On the other hand the packer in the West, situated there because our finest meat-producing animals are produced in the fertile plains of the Western states.

And now picture the job: a task of supplying each of the population centers with meat products *highly perishable*—in the kinds and quantities demanded, at the time needed, and always in perfect condition.

* * *

Swift & Company, to perform this task with the greatest efficiency and at a minimum of expense to the consumer, has developed a nation-wide chain of branch supply houses. There are nearly four hundred of these houses in all—one or more in practically every important consuming center in the United States.

Each house is equipped with a modern system of refrigeration, so that meat can be kept fresh and sweet in the interval between its arrival by refrigerator car and delivery to the retailer.

The operation of these houses requires nearly nine thousand trained employees; eleven hundred horses; one thousand wagons; and four hundred motor trucks. Nearly seven thousand Swift refrigerator cars are needed to keep the houses regularly stocked with fresh meat and meat products.

Each house is in charge of an experienced manager—a man who has devoted years to the study of the intricacies of meat supply. There are few businesses that require a greater degree of specialized knowledge and personal interest.

* * *

One hundred and sixty-five thousand retail meat shops, upon which millions of people depend for their daily supply of fresh meat, rely on this vast branch house system to keep them regularly and adequately stocked at all times.

In this perfection of organization, reached only after thirty years of hard work, developed from a handful to over forty-eight thousand interested employees, Swift & Company take a justifiable pride. It is not merely a business achievement, but a real vital service to the American people.



Swift & Company, U. S. A.

A nation-wide organization owned
by more than 22,000 stockholders

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line-net. Minimum order \$2.25. After January 1, 1919: Page, \$90; line rate, 50 cents.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Henry A. Beers, Jr. Bruce Bliven
Frank L. Blanchard John Allen Murphy
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, OCTOBER 3, 1918

Gerald Stanley Lee's Brainstorm

with the Curtis Publishing Company to get his article on "Super-Advertising" accepted by the *Saturday Evening Post*. PRINTERS' INK doesn't know the answer, but here is how it might have happened:

SCENE: Editor's office of the *Saturday Evening Post*. Enter the Circulation Manager.

CIRCULATION MANAGER: Mr. Editor, we have just received an order from the War Industries Board to cut down our consumption of paper heavily. What can I do about it?

EDITOR: Why, obey the order

at once. It is our patriotic duty.

CIRCULATION MANAGER: But the trouble is, Mr. Editor, you are producing such a wonderfully fine paper each week, the public insists upon having it. If I try to cut off 200,000 circulation in a week, we will have a young riot on our hands.

EDITOR: How would it do if I were to hold out some of our star writers, like Sam Blythe and Irvin Cobb, for a few weeks?

CIRCULATION MANAGER: That would help some, but we've got to do more than that to get so big a cut quickly.

EDITOR: Well, how would this do: suppose I look up one of the dullest writers in the country and get him to do twenty columns on the Metaphysics of the Unthinkable?

CIRCULATION MANAGER: Now you've hit it. There's a high-brow chap up at Mount Tom, Mass., named Gerald Stanley Lee. He can be trusted to put any audience to sleep.

EDITOR: But I thought his book "Crowds," had quite a little sale.

CIRCULATION MANAGER: It was heavily advertised, but it only sold 24,000 copies. His next book, "Crowds, Jr.," sold only 5,000. An author who can put 80 per cent of his audience to sleep is just the bird we are looking for.

EDITOR: The same publishing house which brought out "Crowds" published a book by a woman writer which sold a million copies. I'll go after Gerald right away, but instead of adopting your subject, I'll give him *carte blanche* to write any old thing that comes into his head. The worse it is, the better for Uncle Sam and paper conservation.

* * *

This is not an authoritative account of what really happened. It is only an attempt to explain the inexplicable.

Liberty Loan workers ought not to take Gerald's diatribe seriously. The test of advertising is whether it sells the goods. The answer is:

First Liberty Loan: 4,500,000 subscribers.

Second Liberty Loan: 9,500,000 subscribers.

Third Liberty Loan: 17,000,000 subscribers.

Honoring Drafted Employees

On the score that it is an attempt to pre-empt credit that does not belong to them, there has been some criticism of business houses for displaying service flags. The critics argue that the credit belongs solely to the men who entered the service and not to their employers.

Such criticism is utterly silly. Business houses are not capitalizing for advertising purposes the patriotic service of their employees. Such a motive is the farthest from their thoughts. The simple fact is that most houses are mighty proud of their men who have gone to work for Uncle Sam. These men are sacrificing all for their country and not to honor them in some way would denote a concern as lacking in patriotism.

Besides how would the men feel if their sacrifice were regarded too lightly? If their former working associates accepted their devotion to the nation as a matter of course, wouldn't it dampen the men's fervor? Most certainly it would. Therefore when business houses display service flags, their object is not to glorify themselves, but to pay a slight tribute to their employees who have gone to the front.

Business concerns have used such a large variety of methods in honoring their men in the service that the subject has an advertising interest. The exhibition of flags containing service stars is probably the most common. In many offices are to be found large framed placards on which the names of the concern's men now in uniform are beautifully penned. In some places the photographs of the men are displayed in this way. One company took a full page trade journal advertisement to pay tribute to its employees who had joined the colors. Gray and Dudley devote a full page in

their September catalogue to the honor roll of their institution. The men's present addresses are given and the firm's customers are told that "it would cheer them (the men) greatly to receive letters from their old friends."

The Marietta Paint and Color Company, of Marietta, Ohio, have an "inter-correspondence" letter-head on which is a service flag, and under it are inscribed the names of the company's men enrolled in the country's service. At the bottom of the sheet is a little paragraph paying tribute to the stars in the flag. Interest is given to this paragraph by changing it with every four hundred runs.

But it is in house-organs that the most attention is given to honoring the country's fighters. The current numbers of many of these publications are filled with matter laudatory of those in the service. For illustration, the 84-page June-July issue of "The N.B.C." is devoted entirely to this purpose. It contains the names of all the National Biscuit men now under the flag. The photographs of dozens of them are shown. The number is filled with human interest, and it certainly will be most highly prized by the men that it honors.

One of the bright spots in house-organs these days are the letters from the men at the front. What corking letters some of the boys over there do write! Many of these letters are charged with a feeling that is positively thrilling. Publishing these letters in a company's literature certainly honors the men who wrote them.

What satisfying souvenirs all such printed matter will be to the men when they get back!

Freight Advertising At Last

Well, well, look what we have here! Lo and behold, if it isn't a "motor truck express time table" advertised in a newspaper! Freight advertising at last and from a source that could not have been anticipated years ago when PRINTERS' INK first dwelt on the advertising possibilities of this service.

In those days little did we realize that in the year 1918 a line of motor trucks would be advertising for freight business. That, however, is what the Bean-Fletcher Transportation Company is doing. It is publishing a fifty-line double column advertisement, showing the time of arrival and of departure of its trucks between Philadelphia, New York, Baltimore, Wilmington and several other points. The bid for patronage is based on the saving in time.

This is probably the beginning of what may become a permanent field for advertising. One of the most remarkable developments of the war is the way motor trucks are being used to supplement the railroads. Many authorities hold that this development is but in its infancy and that after the war many of the transportation geniuses for which this country is noted will devote themselves to organizing and consolidating motor routes all over the land. These lines will find their greatest opportunity in short haul business and as feeders to the railroads. Their rates being more flexible than those of the railways, it will be possible for the trucks to penetrate into nooks and corners that had never been served or but inadequately by our great transportation systems. Being able to serve the shippers and buyers of this country in many unfamiliar ways, these motor lines will have an abundance of talking points to use as advertising ammunition. It is encouraging to know that the pioneers in this incipient business already recognize that advertising can help them.

It is not unlikely that, when peace once more settles over the world, airplanes will become a factor in our inter-communication. The Government is already using them in carrying the mails and even now there is talk of aerial routes for the transportation of passengers and light freight. That these enterprises will need advertising to get the patronage of people there is no doubt.

There is also destined to be a great expansion in traffic on our interior waterways. This has already set in. A gigantic, intensively developed country like this cannot have too many arteries of travel. The peculiar advantages of each of these forms of transportation must be advertised to the people, or they'll be slow in making the headway they deserve.

Editors Sail for War Zone

As guests of the British Ministry of Information, a party composed of twelve newspaper editors sailed from an American port September 24 to visit England and France and see with their own eyes just how the war is being handled. Those included consisted of Lafayette Young, Jr., of the *Des Moines Register*; F. P. Glass, of the *Birmingham (Ala.) News*; E. H. Butler, of the *Buffalo News*; H. V. Jones, of the *Minneapolis Journal*; E. Lansing Ray, *St. Louis Globe-Democrat*; E. W. Barrett, *Birmingham (Ala.) Age-Herald*; A. N. McKay, *Salt Lake City Tribune*; Edgar B. Pipe, *Portland Oregonian*; E. A. O. Hara, *Syracuse (N. Y.) Herald*; W. J. Patterson, *Western Newspaper Union*; and F. R. Kent, *Baltimore Sun*.

Land Bank Advertises to Farmers

An advertising campaign in ten of the leading farm publications in New England is to be carried on through the H. H. Charles Advertising Service by the Federal Land Bank, of Springfield, Mass., representing the First Federal District, to call the attention of farmers to the fact that they can borrow money at five and one-half per cent to improve farm lands and erect buildings; to buy live stock, fertilizers and equipment, and to pay off existing mortgages and debts. This is the first of the land banks established by the Government to undertake a campaign of this kind, and if successful, its example will no doubt be followed by the banks in the remaining eleven districts.

Automobile Shows May Wait Till After War

With a view to conserving labor, fuel and transportation, the directors of the National Automobile Chamber of Commerce have unanimously voted to recommend to the members the abandonment during the period of the war, of the automobile shows held annually for eighteen years in New York and Chicago.

The makers present felt that the holding of automobile shows would be inconsistent with the patriotic obligations of the industry.

All in One

The problems of the advertiser are greatly simplified in those communities which have one paper that covers the territory so thoroughly that no additional expense is necessary or justifiable. Such a community is Zanesville, Ohio, and its trading territory, with a total population of 100,000 exceptionally prosperous people.

In Zanesville The Times Recorder, with a circulation of 20,000, over 97 per cent. of which is in Zanesville and trading territory, is taken in nineteen-twentieths of the city homes and four-fifths of the trading territory homes, missing none worth while and making the use of any other medium wasteful duplication.

Even the local advertisers, blinded by local obligations, local prejudices and other intimate considerations that prevent a calm, dispassionate, cold-blooded business decision, are learning that it is a waste to use any other medium than The Times Recorder in Zanesville.

To such an extent has this wisdom been diffused that sixty-seven local advertisers now have annual display contracts exclusively with The Times Recorder, and the list is steadily increasing as the economy of reaching the entire public through a single medium at a single cost becomes better understood by the local tradesman.

The National Advertiser, with his expert agent or manager, finds in The Times Recorder exactly what he wants and makes short work of arranging for his publicity in the Zanesville Territory. Robert E. Ward, 225 Fifth Avenue, New York, and Mallers Building, Chicago, represent this unsurpassed medium.

The Little Schoolmaster's Classroom

IT was a glorious burst of patriotism the general manager laid on the desk of the Schoolmaster, but as a letter it fell a bit short, for how was one to concentrate on one's need of sordid blue overalls or whatever it dealt with when one's soul had been stirred by three paragraphs in which the eagle screamed itself into acute laryngitis?

"I wish they wouldn't do it!" remarked the boss of this jobbing establishment. "Every time I get a letter like that it makes me see red. I want to wallop the pinhead who wrote it, the mushy-mouthed pup who can look upon the war as a source of copy. If he's so worked up about the danger to the flag, why isn't he over in France with the rest of the boys trying to hold up a corner of it? Ten to one he's some able-bodied dodger of draft age who thinks he's smart enough to buffalo his exemption board. Call that a sales letter? I'll never stock their stuff unless I've forgotten about the letters like this one they've sent me."

This seems to be the view of the average business man in regard to that type of sales letter which sounds the war note as an eye-catcher, but just the same some clever copy writers are making use of war material in their direct-mail work, and nobody objects to it. Like most things, it is all in knowing how, the difference between using a fine camel's-hair brush and rubbing it on with a brick.

* * *

When Uncle Sam rolled up his sleeves and started the obvious task of making the world decent, a few thousand advertisers simultaneously developed a patriotic hysteria. Half the letters carried a childish attempt at flag waving. They bought freely of the patriotic stickers offered them by wise lithographers who believed in plucking the hour, they bragged

about their gallant boys who had been caught in the draft, and hinted in their sales letters that if you wanted to prove yourself a real 100-point American you must buy Blank's soap or Holdem's suspenders, because they were the kind the Sammys favored. Perhaps this appeal met with some success at first. It was a new stunt, but as the war letters increased in numbers their recipients were seized with loathing for the type of letter which played up the war in an effort to get business.

The fact that the war letter has proved unpopular at first sight seems to be contrary to what has always been considered one of the principles of successful sales letter writing—timeliness. If you had had kerosene stoves to sell in San Francisco immediately after the "fire" you might have dealt with the fact that a kitchen thus equipped was in no way hampered by disturbed gas mains and made more or less capital out of the disaster without anyone taking offense. On the contrary it might have been a good point. In view of similar cases it would seem logical to suppose that an event on which the attention of the whole world is centered would also make good copy material, but the fact remains that many attempts along this line have failed.

* * *

After talking with several manufacturers who have used the war in their sales letters, both successfully and unsuccessfully, the Schoolmaster is convinced that the value of timeliness has in no way been disproven, that the whole trouble with the writers of unsuccessful sales letters who hooked the war to their selling problem was that they overlooked other equally important factors. In a word, flag-waving and sentimental talk is unpopular—this is not that kind of a war—but a neat and timely blending of war facts and sales argument is as productive as

'Til The Boys Come Home

KEEPING the home-fires burning is a responsibility that rests on the shoulders of all of us here at home.

It means holding open jobs for the boys who are "over there". It means maintenance of the communication lines through which normal, peace-time business can be transacted.

It means preparedness for peace.

One economical, efficient way of keeping in friendly touch with your peace-time customers is through a Gibson (House Organ) magazine.

A Gibson (House Organ) magazine is a distinctive, individual publication that is printed under your name, contains only your advertisements, and carries a stimulating, informative message in the reading matter.

You buy a Gibson (House Organ) magazine just as you buy space in a trade publication or general magazine. You know, in advance, exactly what the cost will be.

The David Gibson Company prepares the reading matter, cooperates with you in preparing the advertising, and prints the magazine.

A new 65-page booklet entitled "Editorial Writing for the Gibson Magazines" is just off the press. Write for a copy, and samples of Gibson (House Organ) magazines.

THE DAVID GIBSON COMPANY
812 Huron Road Cleveland, Ohio

To advertisers of food products—

Would you like to put the names of your products and their uses before ten thousand housewives every day for five years at a cost of two cents per person?

Advertising



Not by any new or sensational method; simply by an extension of a means of advertising which you yourself have found worth while.

One of the first-person-singular advertising service Quality Campaigns offers you this opportunity. Write today for details.

321 Madison Ave. **LEE**
Quality Mark New York City

AMERICAN MOTORIST

LARGEST CIRCULATION
IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. 100% mail subscription—no newsstand sales—no subscription solicitors—non-returnable. \$500 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.
Member Audit Bureau of Circulations

The Authority on Screen Advertising

REEL AND SUDE MAGAZINE

A brilliant publication, supreme in the new field of moving picture publicity.

\$1.00 per year Send for sample

Class Publications Inc.,
418 South Market St., Chicago

Printing

of high class supplied
to advertisers,
advertising agencies
and others.

Modern machines are
no small part of our
equipment for . . .

Binding

MOST COMPLETE PLANT IN THE CITY

Charles Francis Press
461 Eighth Avenue New York City

Printers of PRINTERS' INK

ever. What is meant is well illustrated by a letter sent out by the manufacturers of an office appliance which ran after this fashion:

"Could you use another good office worker?

"Of course you could. Your boys have gone to the front with the rest, and more will go when they are needed.

"How are you going to handle their work? It is next to impossible to get good help.

"The only answer is to install labor-saving devices wherever possible, and first in time saving comes the ——. It will do a lot to cut down the annoyance of being short-handed. It will take the place of one of the boys you have given to Uncle Sam."

Please note that this letter makes no appeal to patriotism, and yet it makes use of war facts. It does it by jumping in at the office manager's own viewpoint, the difficulty of getting out work with an over-taxed force.

There are a thousand ways in which the war note can be successfully used in sales letters, but the main thing is to be careful to avoid any possibility of a ring that may sound insincere. The only safe way is to picture the man you are writing to as a quiet middle-aged executive whose two boys are in France and who would like to be there himself. The war isn't any joke to him. He doesn't take much stock in schoolboy jingoism.

More rated retail Department,
Dry Goods and General Mde.
Stores are paid Subscribers to the
Merchants Trade Journal than
to any other trade publication.

A. B. C. Members.

MERCHANTS TRADE JOURNAL, Inc.

Des Moines, New York, Chicago
Indianapolis

A paragraph or two in Johnson & Johnson's "Red Cross Messenger" struck the Schoolmaster as worth sending on, not because the principle is new, but because this is a particularly good time to give more stimulus to the idea. It involves the point of educating the dealer to sell quantity lots of an article where the customer has been in the habit of buying from hand to mouth.

The item quotes a retail druggist on the subject as follows:

"I have a new clerk and he has taught me a new idea and I am willing to pass it along. A woman asked him the price of a Johnson's Belladonna Plaster the other day and he promptly replied, 'Three dollars a dozen.' The woman seemed surprised. She had never heard a drug clerk quote dozen prices before. But she bought a dozen.

"Since then I have instructed all my clerks to think in dozen lots. There are so many things we sell which are used continually in the homes that it is just as easy to sell a dozen as one.

"My new clerk, by the way, had been trained in a store which enjoyed a large agricultural trade and had been accustomed to selling quantity lots to people who did not get to market very often."

* * *

In these days when the question of service offers so many problems, there should be an undoubted point of advantage in convincing the retailer that there are many items in his stock that can just as well be sold in quantity as one by one, and more profit-

Instantly Make a Permanent Index With

RAND MAKUROWN INDEX TABS

Write the labels with pencil, pen or typewriter. Then cut to size needed—done as easily and quickly as cutting paper.



Ready for instant use in any store, office, factory or institution, for indexing Ledger Sheets, Cards, Folders, Price or Data Books, Catalogs, etc. Your labels are always neat and clear, and protected from soiling by transparent tabs—give permanent service. Make your own index—

Any Length—Any Width—

Any Color

In four widths, six colors, a color signal for six different classifications.

Needed wherever records are kept. Prove their merit to yourself—write to-day for free samples.

THE RAND COMPANY

1303 Rand Building

No. Tonawanda New York

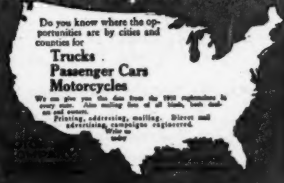
Originators of Visible Indexing

Ask Your Stationer

LE PAGE'S CHINA CEMENT

STANDS HOT AND COLD WATER

Automobile Statistics



"GIBBONS Knows CANADA"

CLASS

For class, trade & technical advertisers

Every issue contains a directory of representative class, trade and technical papers, with rates, type-page sizes and closing dates.

Subscription Price \$1 a Year

417 South Dearborn St., Chicago

Sample Copy on Request



What have **SIGNS**
to do with **ADVERTISING**?

Does **YOUR**
advertising
STOP HERE?

SIGNS
advertise **YOUR**
goods right where
they are on
sale



B & B. SIGN CO. INC. 347 FIFTH AV. N.Y.

play a different
tune on your
houseorgan
with
Howell
Cuts



write for proofs—
right now!

Charles E. Howell · 303 5th. Ave. N.Y.C.

In Colombia, S. A.

We offer an excellent
daily, 5,000 circulation,
reaching all the people
all the time, and read by
them. Rates 20c. inch.
Good value for the money.
THE BEERS ADV. AGENCY

401 Flatiron Bldg., N.Y., or Havana, Cuba, Est. 1906



Use

The Los Angeles Evening
Herald in your Southern
California campaign. Equable
returns are certain to follow.

Daily Circulation
137,707

The Evening Herald Publishing Co.

Member A B C

Los Angeles, Calif.

Representatives:

E. C. Trowbridge
347 Fifth Ave.
New York

G. Logan Payne
1233 Marquette Bldg.
Chicago

ably to boot. Some retailers might be inclined to argue that either process amounts to the same thing in the long run, as a certain customer isn't likely to consume any more goods in a given length of time, whether she buy in bulk, or one at a time.

But by selling in the larger quantities he not only realizes a quicker return of capital tied up in that particular lot of goods, but he will certainly increase his turnover, save service and increase the capacity of his store for other goods, where he has virtually been paying for storage space for the one-at-a-time customer.

The convention of the Daily Newspaper Advertising Managers' Association, which was to have taken place Monday and Tuesday, October 7 and 8 in Chicago, has been postponed. This announcement was sent out last Tuesday by E. W. Parsons of the Chicago Tribune, secretary of the association.

The reason for postponement was that the press of Liberty Loan work, it was felt, would prevent many from attending who might otherwise do so. The convention will probably be held early in November.

For Sale

Goss Standard straight line, latest style, 3 roll, 2 page wide newspaper and magazine press, equipped with three form rollers, tapeless folder, roll hoist, vertical-shaft drive, oil-offset mechanism, and full equipment of pasters for magazine work, Kohler push button system, with double motors. Full details can be obtained directly from the Goss Printing Press Co., Chicago, Ill., or address C. S., Box 201, care P. I.

To market a new product TALK WITH Heegstra

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

We need a man to advertise our product and our organization.

By this advertising we wish to solve two separate and distinct problems.

We want to sell The Aluminum Castings Company organization and product to the great American public and manufacturers who can use aluminum, brass and bronze.

We also want to sell The Aluminum Castings Company organization to every one of our 4000 workers.

The Man For This Job

Must realize that the two selling problems outlined above are almost identical. He must know that our workers are quite as human as he is, and that they can act from much the same motives that appeal to him. Since about 80% of his time will be put on internal publicity and 20% on our national advertising, we prefer a man who has had actual experience in the former kind of work.

The next five years are going to show a considerable increase in the amount of money which we will spend, both for internal and external publicity.

This is a real job. We expect to pay real money for it. Of course at the present time about 90% of the work we are doing helps win the war, but we are in no way a "war industry." This is a permanent job.

In answering this advertisement state *fully* what your past experience has been, paying particular attention to a detailed statement showing the amount of so-called internal publicity work which you have been associated with. Please state also the approximate amount of money for which you would make a change.

Your letter will, of course, be considered quite confidential.

"A.C.," Box 200, care of Printers' Ink

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty-five cents a line for each insertion. No order accepted for less than two dollars and twenty-five cents. Cash must accompany order. Forms close Monday preceding date of issue.

HELP WANTED

Supervisor of Printing, Plates and Layouts
A thoroughly trained executive to take charge of the Print, Plate and Layout Department in Advertising Agency. An excellent opening for a man with seasoned experience in just these lines. Box 760, Printers' Ink.

COOPERATION FOR \$10,000 SALESMAN

A printshop in New York City, of large capacity, requires a high class salesman. The right man will receive full co-operation. Address Box 750, Printers' Ink.

We want a man who has worked in advertising department of farm implement company

draft exempt, thoroughly informed upon manufacturing details of tractors, tillage tools, harvesting implements. Must know farmers' attitude and have ability to sell through catalogues, booklets, folders. Such a man with proved record may become assistant advertising manager of one of the largest manufacturers of farm machinery in America. Submit as many samples of work as possible. Sell yourself in first letter. Box 752, care of Printers' Ink.

Sales Correspondent

Export house specializing in automobiles and agricultural machinery requires services of competent Sales Correspondent. Actual Sales and Advertising knowledge will be assets.

The man taking this position will be head of "Sales by Mail" department and have full sway in expanding it.

State age, experience, draft status and salary requirements in first letter.

Address Box 757, care of Printers' Ink.

Young man, energetic and ambitious, deferred classification, wanted in advertising department of large manufacturing concern. Printing experience preferred, but not necessary. State salary. Box 768, care of Printers' Ink.

COPY WRITER—TECHNICAL

Man with deferred draft classification who can write high-grade copy for a trade paper whose advertisers are machine shops, steel mills, foundries, and other industries closely allied with metal trades field; reply, stating age, experience, and salary at which you would work for until you have proved your ability. Box 767, care of Printers' Ink.

MISCELLANEOUS

Ph. Morton

OCEAN TO OCEAN CINCINNATI

WAR OPPORTUNITY

For Sale, Recognized Advertising Agency. Sole owner now in army. Business good, highest ideals, exceptional good-will, net profits last year excess \$18,000. Accounts all high grade national. Will sell half interest for \$5,000 to man capable of managing. Highest references required. Address Box 751, Printers' Ink.

POSITIONS WANTED

Representative with 15 years' experience in Western territory. Can handle high-grade general, class, or trade papers on commission. Not subject to draft. Box 766, care of Printers' Ink, Chicago.

Classified Adv. Manager

Bright, energetic young man desires position as classified manager of progressive newspaper in city over 100,000; have had charge of department for past 7 years; best of references; draft exempt. Box 756, Printers' Ink.

LAYOUT MAN—Practical printer, understands all branches of printing and advertising, open to position with private firm or agency. State particulars, salary, etc. Box 758, care Printers' Ink.

Advertising Manager desires opportunity for larger development in a position where 8 years' broad advertising experience and business knowledge will count. College graduate, 31, married, Draft 4-A. Box 759, P. I.

WANTED—Position as Circulation Manager, or Assistant, in city from 100,000 to 300,000 population; evening paper preferred; 18 years' experience; past draft age; best of references. Address "Circulation Manager," Box 753, P. I.

CAPABLE AGENCY COPY WRITER and layout man wishes position where lack of personality will not retard success. A high-class manufacturer, large agency or magazine may have right opening. Salary \$1800. Box 764, care of Printers' Ink.

Editorial or Advertising Work wanted by young woman with valuable experience in copy writing, newspaper, magazine, and trade paper work; specialized experience in writing from the woman's (consumer) viewpoint. Box 761, P. I.

Solicitor who has held lead on leading New York daily for past 7 years wishes to fill the gap which the coming draft will make on your publication. Gilt-edged references from present publisher, advertising agencies, etc. (28). 3B in draft. Box 762, Printers' Ink.

ADVERTISING EXECUTIVE

With initiative and successful record, has buying, selling, magazine, and newspaper experience. Employed, but seeks broader opportunity. Can furnish excellent references. Married. Box 763, Printers' Ink.

Special War - Time Offer!

for sale

copy and
service man

\$5,000.00
Immediate Delivery

Subject is now employed—is draft exempt—is a seasoned, practical, successful advertising and merchandising man. A live buy for a live agency. Address Box 754, Printers' Ink.

Assistant Advertising Manager
Adaptability, initiative, creative ability; some experience at newspaper and at advertiser's end; seek opportunity for further development. Box 755, P. I.

MANAGING EXECUTIVE

Experience covers the most thoroughly progressive development. Has comprehensive knowledge of organization, finance and profit-producing management. Connection must offer large responsibility and experience. Box 765, care of Printers' Ink.

ANNOUNCEMENT

A Pittsburgher who knows the trade for 150 miles east, west, north and south of Pittsburgh, was for 25 years District Manager and Sales Agent and handled successfully the product of the largest manufacturer of a specialty used by wholesalers, retailers, banks and business houses in general, organized and trained a selling force known as the best and strongest in the country, is open for engagement to handle a good "seller."

Plenty of capital to operate agency. Would only consider large territory in this vicinity and high-class article.

Can give best of reference, including former connection.

P. O. Box 924, Pittsburgh, Penna.

BINDERS FOR PRINTERS' INK

65 Cents Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.



Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue, - - New York

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we have the
largest staff
of *recognized*
Poster Experts
backed by the
facilities and
equipment to
enable you to
get the utmost
efficiency out
of the Poster
Medium  

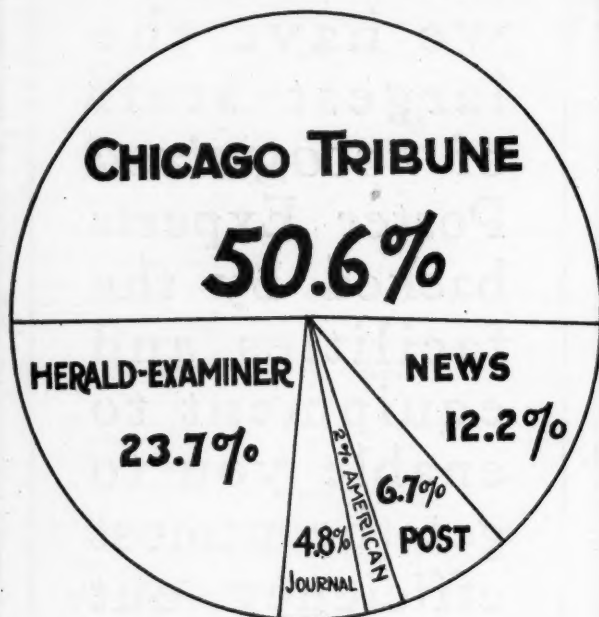
Thos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

TRUCK ADVERTISING AUGUST-1918



It is natural that The Chicago Tribune should carry more advertising of Motor Trucks than any other Chicago paper because not only is it the business man's favorite medium, but it has more readers than any other Chicago paper, daily or Sunday.

The Chicago Tribune
 THE WORLD'S GREATEST NEWSPAPER

Write for New Tribune Book on Trucks